

LIFE



PET DEER

AUGUST 23, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



Take the harvest and freeze it!

—enjoy everything
garden-fresh
all winter long!



It's wonderful! Now the harvest lasts "year 'round." You can freeze all the good things . . . enjoy the finest of *fresh* fruits and vegetables on your table—*anytime* you like. They'll keep *fresh* the winter through. A Kelvinator Home Freezer and you can work this magic . . . simply, easily and economically. Just read what Kelvinator Home Freezer owners say:*

"With our Kelvinator Home Freezer it takes so little time and effort to preserve food."

—Mrs. T. L. R., Rocky Mount, Va.

Imagine the hours you'll save in the kitchen. There's no hot weather cooking . . . no sterilizing of jars . . . no steam-processing of foods after packaging. Fruits need only be put in packages,

in some cases sweetening added . . . vegetables are merely scalded briefly. Then right into the Freezer—quick as a wink!

"We freeze almost everything. And food tastes so fresh when it's frozen."

—Mrs. J. B., Beaufort, Mo.

Think of it! Golden yellow corn, succulent green peas, luscious peaches, cherries . . . and savory steaks and roasts, plump chickens, choice seafoods, pies, cakes, and ice cream by the gallon. All abundantly on hand in your Kelvinator Home Freezer to serve and enjoy whenever need or appetite dictates! Ask your Kelvinator dealer all about it today!

EXTRA VALUE! — THE BIG HOME FREEZER in handy kitchen size . . . Kelvinator holds 210 lbs., has full 6 cu. ft. capacity—yet takes up no more space than most 4 cu. ft. models. Plus powered by Kelvinator's

famous sealed-in-steel Polarsphere. Dependability assured by Kelvinator's long experience as oldest manufacturer of freezer cabinets for the ice cream and dairy industries.

Kelvinator

—of Course!

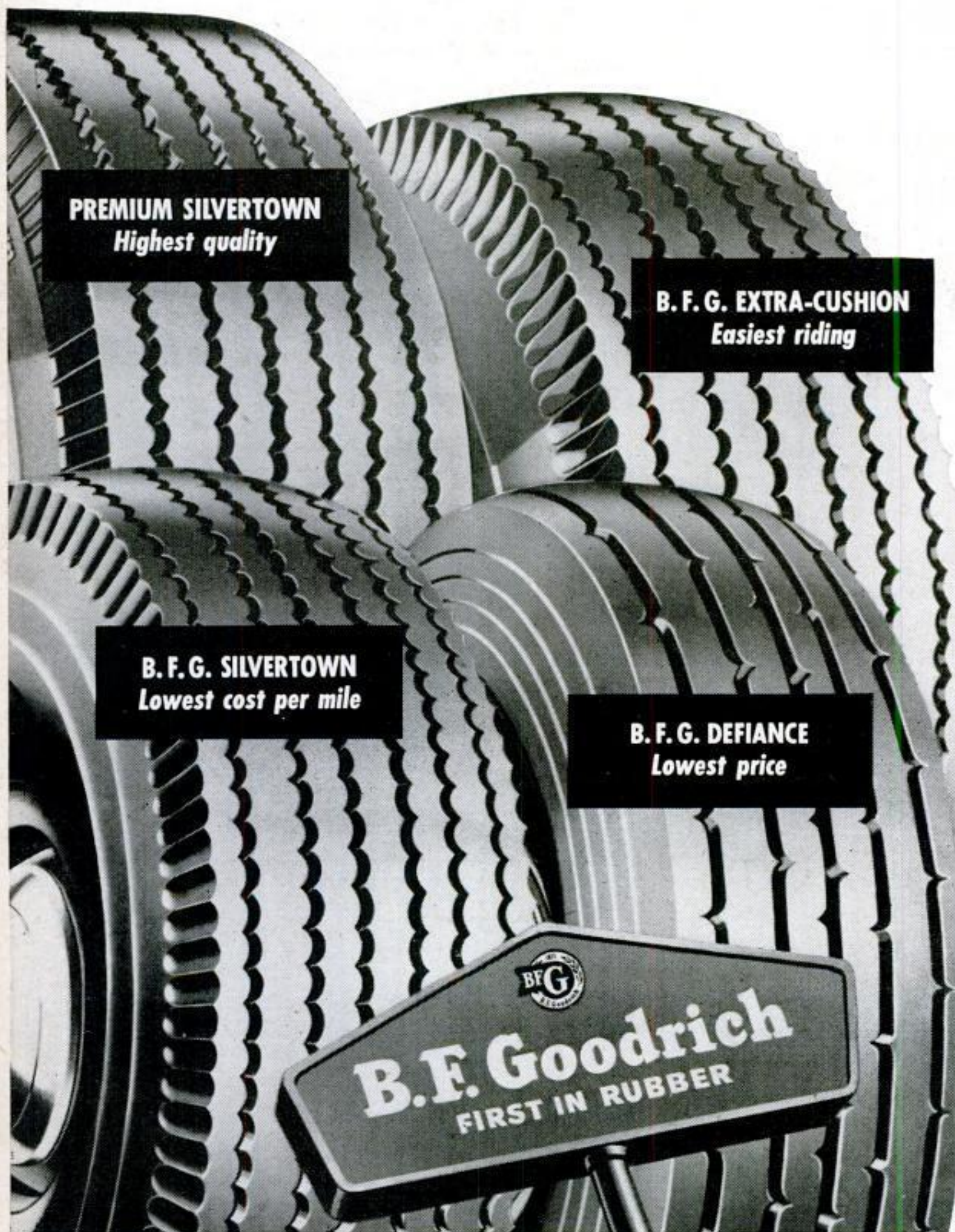
*From letters in our files from Kelvinator Home Freezer owners.

Kelvinator, Division of Nash-Kelvinator Corporation, Detroit, Michigan

Users get more miles because **RESEARCH KEEPS**

B.F. Goodrich

FIRST IN RUBBER



MORE MILES! With 26,000 miles on his B. F. Goodrich tires, F. R. Helms of Birmingham, Ala., writes, "I can reasonably expect another 20,000".



MORE MILES! Iowa Sheriff E. Leemkuill says his B. F. Goodrich tires have gone "over 32,000 trouble-free miles", are "still good for many more".



MORE MILES! Safety Patrolman John Olson, Everett, Wash., after driving 33,527 miles on B. F. Goodrich tires, calls them "finest . . . on the road".



MORE MILES! 42,375 miles on this B.F.G. tire. "No other tire . . . has given us better service", says taxi-manager P. A. Howell, Orlando, Fla.

And more COMFORT! And more SAFETY!

USERS agree **MORE MILES!** Riding tests prove **MORE COMFORT**—prove B. F. Goodrich regular tires *ride smoother* than regular tires of other makes! They give you **MORE SAFETY**, too, with a stronger cord body, plus a wider, road-hugging tread!



And for a floating, "velvet pillow" ride, with *super* safety, there's the B. F. G. Premium Silvertown.

Whichever B. F. G. tire you choose, you get **MORE** for your money—because B. F. Goodrich leads in research. And that research is now backed by a great, new B. F. Goodrich development—the world's finest rubber research center.

THE LAUGH-BY-LAUGH,
TEAR-BY-TEAR, CHEER-BY-
CHEER STORY OF AMERICA'S
MOST BELOVED GUY...

THE BABE!!!

His life...fabulously exciting!..

His times ..America's greatest era!..

His heartbreak told for the first time!..

His triumphs...while millions cheered!..

Allied Artists Productions presents

THE BABE RUTH STORY

Hear these all-time hits!

"Singin' In The Rain"

"I'm Nobody's Baby"

"I'll Get By"

"After The Ball"

"Wait 'Till The Sun Shines, Nellie"

"Take Me Out To The Ball Game"

... and many more!

ROY DEL RUTH'S Production

starring WILLIAM

CLAIRE

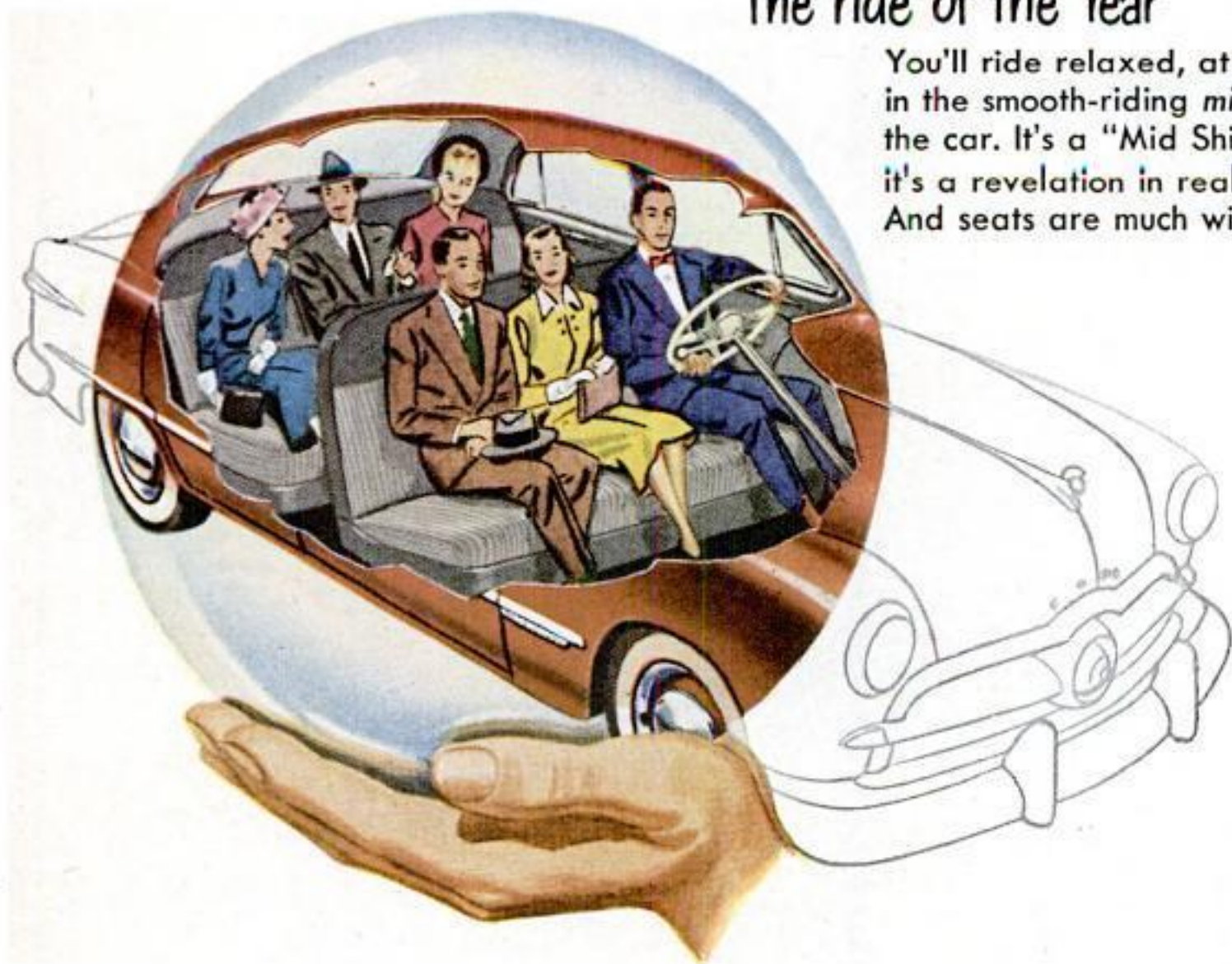
CHARLES

BENDIX · TREVOR · BICKFORD

SAM LEVENE · WILLIAM FRAWLEY · GERTRUDE NIESEN · MATT BRIGGS Produced and Directed by ROY DEL RUTH Associate Producer JOE KAUFMAN · BOB CONSIDINE · GEORGE CALLAHAN Screenplay by and

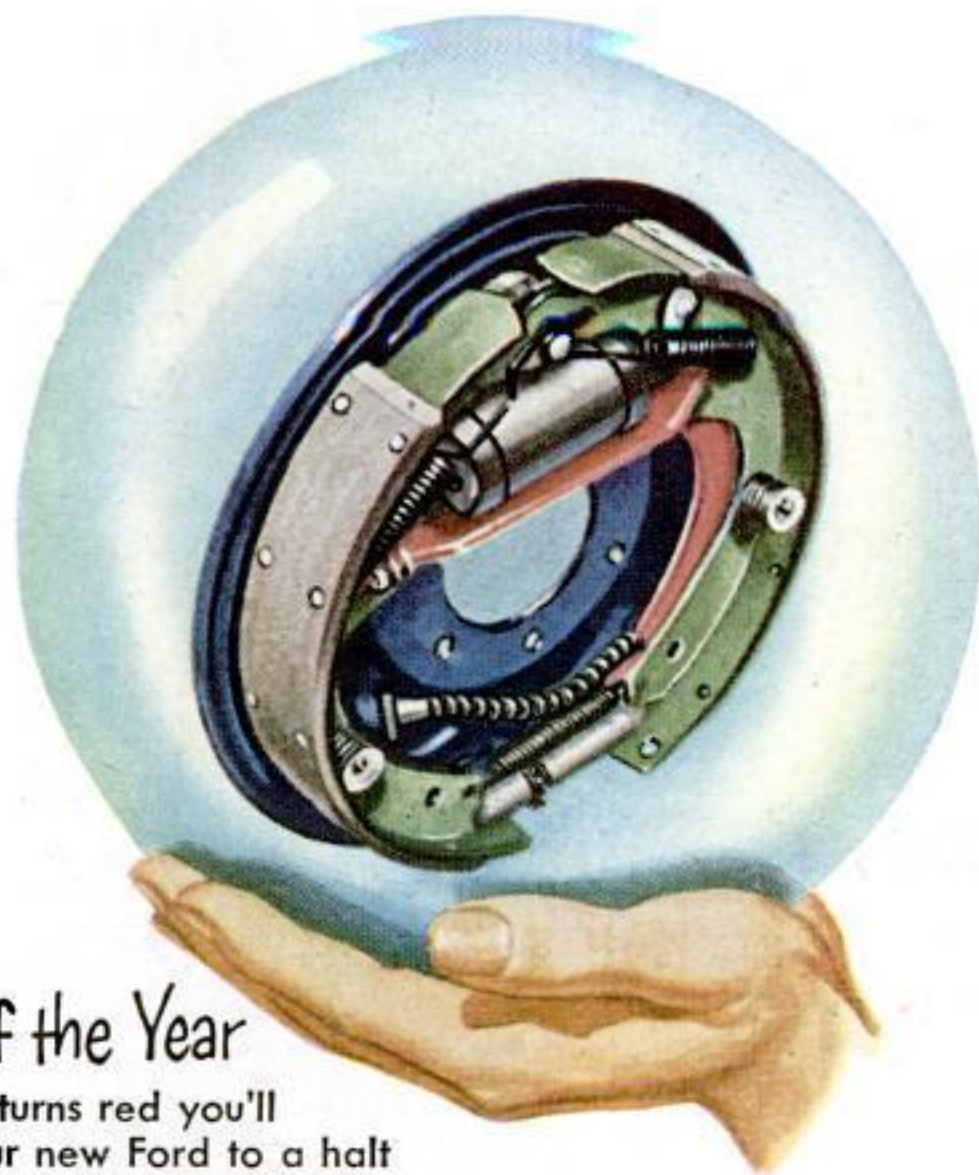
The ride of the Year

You'll ride relaxed, at ease—seated in the smooth-riding *middle* section of the car. It's a "Mid Ship" Ride—it's a revelation in real comfort. And seats are much wider, too!



The brakes of the Year

When the traffic light turns red you'll find you can bring your new Ford to a halt with just a touch of your foot! That's because of new "Magic Action" King-Size Brakes that use part of the car's forward motion for stopping power. They work up to 35% easier!



See for yourself why the
'49 FORD is THE
CAR OF THE YEAR!

The economy of the Year

You get up to 10% more miles per gallon of gas . . . thanks to new "Equa-Flo" Cooling, new lubrication system and "Deep Breath" Manifolding. For even more mileage, there's the new Ford Overdrive (available at extra cost). And your choice of new V-8 or Six.



The look of the Year

Back off ten paces. Now, take a good LOOK! How do you like that low, "dream car" silhouette? You never saw a car like this before in its field, no never!

There's a ^{NEW} Ford in your future

White Side Wall tires available at extra cost.

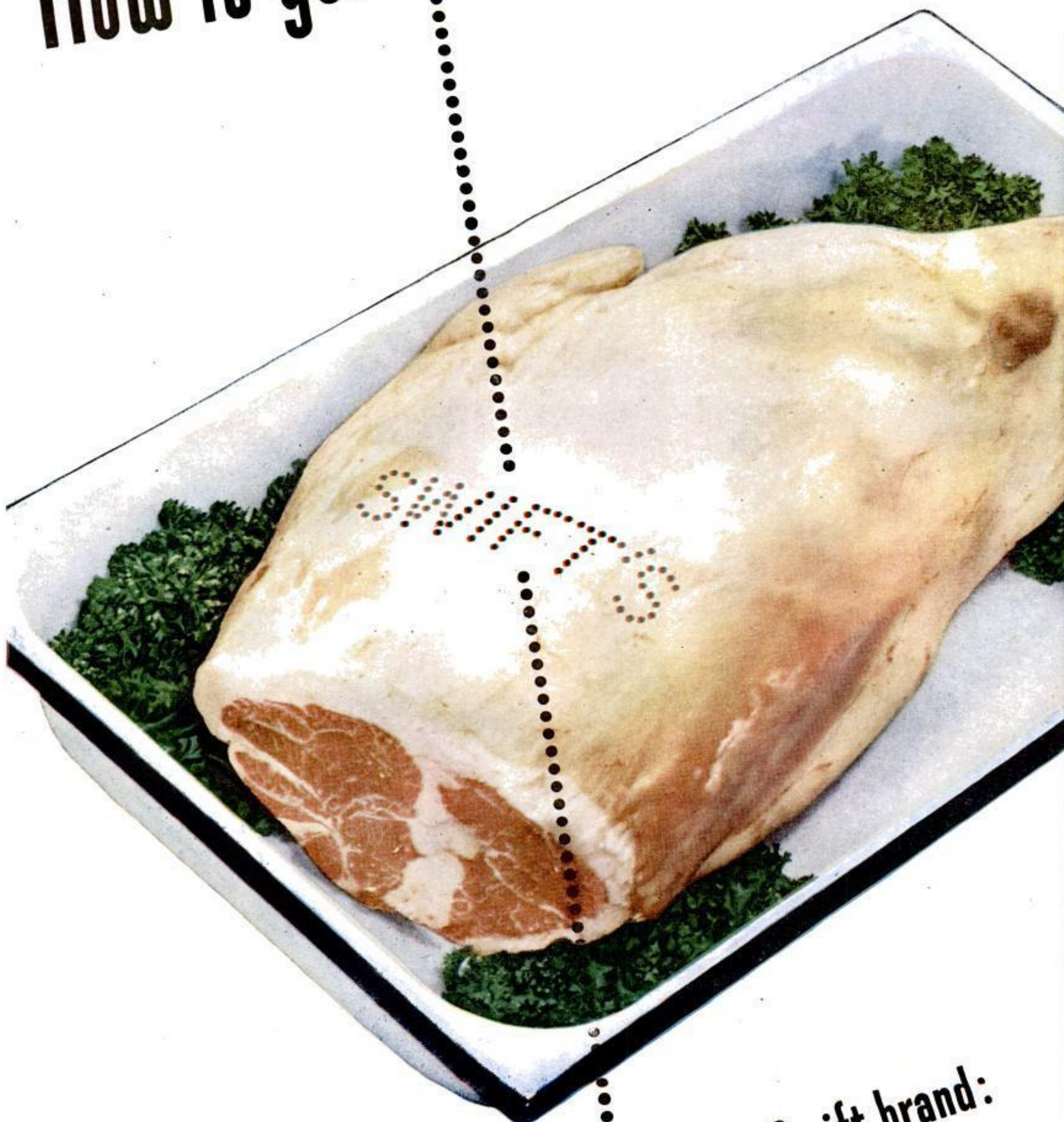
This One



53QR-CU1-CHHF

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How to get **fine lamb** every time...



REALLY TENDER LAMB... juicy, delicate in flavor... you'll *always* get it if you ask for *Swift's Premium* or *Swift's Select*. Those famous names are *right on the meat* to identify lamb that experts have selected for special goodness. Whatever cut you choose, a Swift brand name spells delicious eating right down to the last luscious morsel. Ask for Swift's when you shop!



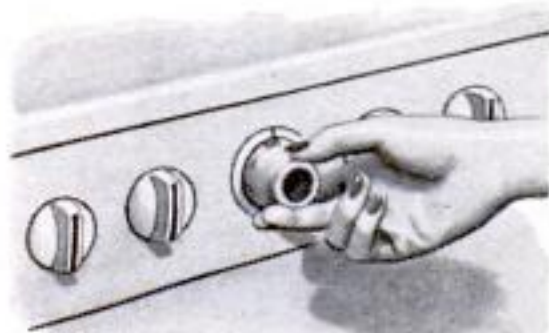
Just look for a Swift brand:
SWIFT'S PREMIUM
 or **SWIFT'S SELECT**
right on the meat!



Martha Logan

*Swift's Home Economist,
helps you*

MAKE THE MOST OF A LEG OF LAMB



LOW TEMPERATURE ROASTING (uncovered at 325 °F.) can save enough meat for an extra meal. A 4 lb. roast shrinks about 1½ lbs. in hot oven; only ¾ lb. in a slow oven! Lamb stays juicier, more flavorful, too.



LAMB EN BROCHETTE... savory meat dish from leftover lamb. Alternate cubes of lamb with mushroom caps and small cooked onions on skewers. Brown in hot fat till thoroughly heated. Serve on a mound of fluffy boiled rice with hot lamb gravy or any desired sauce.



FRENCH TOASTWICHES: Grind the last remnants of roast lamb. Add chopped, browned onion; grated raw carrot; chili sauce, and chopped pickle or green pepper. Spread between slices of day-old bread. Dip sandwich in seasoned mixture of milk and egg, slightly beaten. Pan-brown on both sides in a little hot fat.



What happens to LOVE on Monday?

On Sunday it was wonderful . . . her dearest love of a dress!

But then came Monday's wash-tub, and the love of a dress was gone! Nothing left but a sad and shrunken ruin.

But such a sad story need never

happen! Get a dress with "Sanforized" on the label—and it CAN'T shrink out of fit, out of style!

Whether you're paying \$3 or \$30, look for the "Sanforized" trade-mark and live happily ever after with *every* cotton dress!

The style will never shrink away from the dress with "Sanforized" on the label.

•SANFORIZED•

TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

"Blast that clock—it didn't wake me up! I'm late."

"You forgot to wind it, dear. Now maybe you'll get a General Electric alarm clock, hmmm?"



It is a sobering thought that scenes like this are STILL being enacted—in this day and age!

When all this time—ALL THIS TIME!—people could have saved themselves untold "winding worry" by buying a modern, absolutely accurate alarm clock like the HERALDER with luminous hands and hour dots. This useful General Electric electric Clock has an exclusive Select-A-Larm feature. It permits you to select the precise volume of "wake-up" which suits you best ... from soft to loud or any point in between!

In addition to this, the HERALDER has all those advantages which have made G-E Clocks "the clocks most people want most":

1. Self-starting . . . no winding.
2. Quiet . . . no disturbing ticktock.
3. Dependable . . . wakes you on time, every time.
4. Accurate . . . electrically checked by your power company to correspond with official Naval Observatory time.



De Luxe HERALDER, \$5.95, plus tax.

Why wind a clock today—get a General Electric and forget it!

GENERAL ELECTRIC



The HERALDER is only one of a complete line of General Electric alarm, kitchen, and occasional clocks —"The Clocks Most People Want Most."

P.S. Remember this: General Electric Alarm Clocks are available at prices as low as \$4.50! General Electric Company, Bridgeport 2, Conn.

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Kool-Aid
Home-Made
Refreshers!



HERE'S a special treat for your fam-
ily. When they come home hot and
tired, refresh them with delicious, cool-
ing Kool-Aid. Here's real economy, too.
One 5¢ package of Kool-Aid makes two
full quarts of refreshment you can't beat
at any price.

KOOL-AID PUNCH

Enjoy fruity punch the year round.
Stretch expensive hard-to-
get fruits with tangy Kool-
Aid flavors. Kool-Aid adds
zest to the punch . . . and
new life to your budget, too.
Tasty recipes on
every package.



5¢

**SIX
FLAVORS
AT GROCERS**

"...and of course
a leetle
garlic"



If you agree with master
chefs that French Dress-
ing needs a touch of
garlic, Miracle French is
the kind for you. Kraft
quality ingredients; su-
perbly seasoned.

Miracle
FRENCH DRESSING
by KRAFT

Note: If you don't want even a "leetle"
garlic, get Kraft French Dressing. Per-
fectly delicious; immensely popular.

AMAZING 'GLASS WAX' BRIGHTENS U.S. HOMES



A WINDOW CLEANER THAT "TICKLES YOU PINK", because "GLASS WAX" is so lightning fast, so easy. It makes windows shimmering clean. "GLASS WAX" leaves a crystal-clear protective film that resists rain marks, smudges and finger prints.

Wartime Chemical Discovery!

NOTHING LIKE IT ANYWHERE

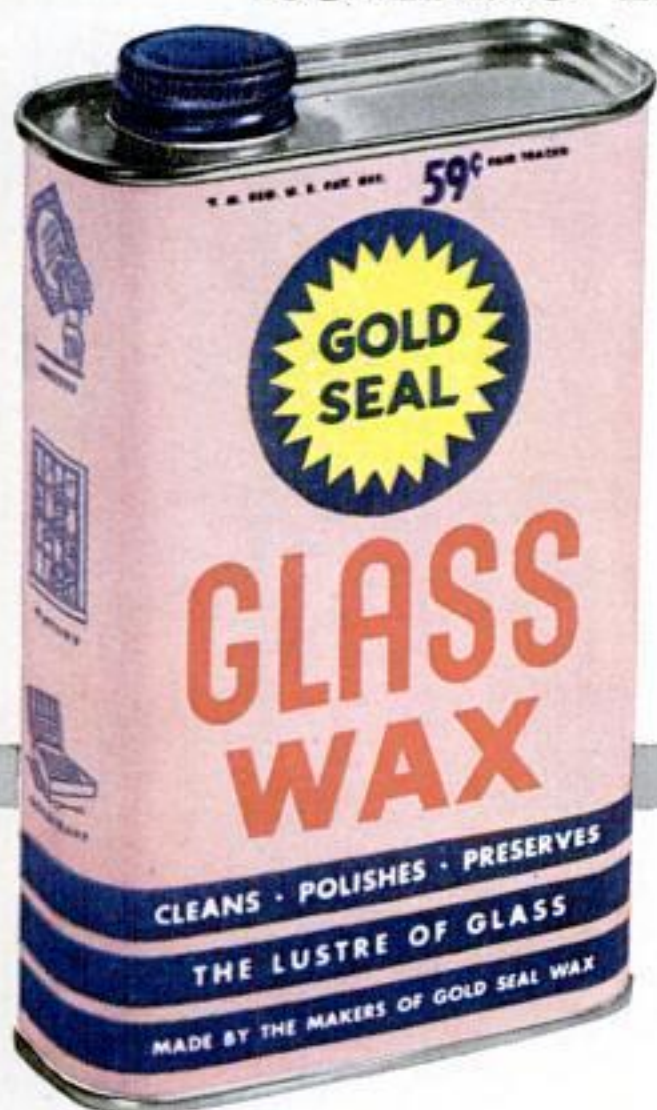
for Cleaning GLASS
and METALWARE

59c PINT

98c QUART

\$2.95 GALLON
FAIR-TRADED

LOOK FOR THIS PINK CAN



"GLASS WAX" is a registered trademark and is the exclusive property of Gold Seal Company

**Gold Seal Chemical Cleans
All Glass and Metal Surfaces;
Cuts Down Time and Work**

A Miracle Cleaner For Silverware

Safely, speedily, easily and neatly "GLASS WAX" works its wonders on silverware.

Clean a silver service for eight in 20 minutes or less. Put new sparkle on hollow-ware, silver dishes and objects of art in a few seconds.

"GLASS WAX" goes after tarnish and discoloration with chemical action that doesn't harm the most precious silver — avoids the use of harsh abrasives that take silver off along with dirt.

And "GLASS WAX" makes silver cleaning such a neat operation, because there's no messy paste, no hard rubbing needed. All you do is wipe on the "GLASS WAX," then seconds later, wipe it off. It's so easy!



TABLE GLASS AND SILVER take on a renewed sparkle when cleaned with "GLASS WAX."

Because "GLASS WAX" is a pink liquid, it works into and brightens intricate filigree designs where no ordinary paste silver-cleaner could ever reach.

**"GLASS WAX" SHOPPING EASY;
SOLD IN MANY TYPES OF STORE**

Most grocery, drug, hardware, and department stores have "GLASS WAX." If your dealer does not yet carry this wonder-working cleaning aid, ask him to order some for you. Try "GLASS WAX" today, and learn the ease and joy of Gold Seal house-keeping.

**Just Wipe It On,
Then Wipe It Off**

"GLASS WAX," the amazing chemical discovery that cleans 30 kinds of dirt in 30 seconds from glass and metal surfaces, is now available from coast to coast.

Hailed by millions of homemakers as a miracle cleaner, this Gold Seal product is



**"GLASS WAX" CLEANS PORCELAIN
AND CHROME**

... saving countless hours as it brings new brilliance to homes.

"GLASS WAX" whisks tarnish, smudges, stains from windows, mirrors, table tops, and a long list of metal objects, including porcelain refrigerators, stoves and bathroom fixtures, chromium, tile, brass, copper and



SO EASY, A CHILD CAN USE IT

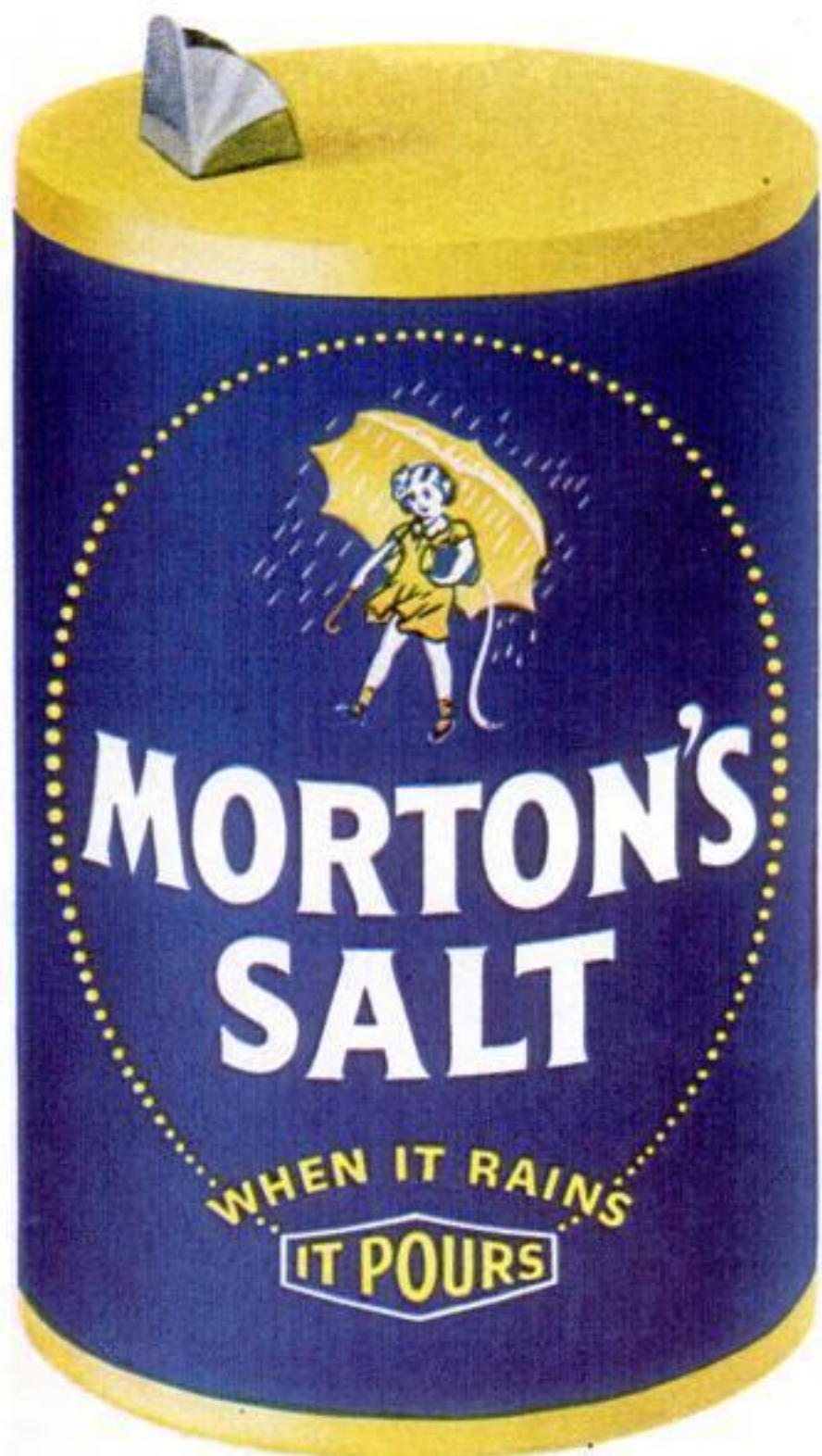
... silver. No water is needed — and a single application does the job perfectly. All it takes is a can of "GLASS WAX," and two soft cloths, one for applying "GLASS WAX," the other for wiping it off.

'GLASS WAX'

**A PRODUCT OF THE
GOLD SEAL COMPANY**

55 E. Washington St.
Chicago 2, Illinois

CLEANS 30 KINDS OF DIRT IN 30 SECONDS



Plain or Iodized

When it rains it pours!

*More people
use Morton's*

*...it does so much
for flavor!*



At your grocer's, you will probably find big displays of Morton's Salt near the sweet corn and other summer vegetables you enjoy so much. Because Morton's brings out the full field-fresh flavor you pay for, look for the familiar round blue Morton's Salt package . . . more people do. . . . This is the hundredth year Morton has served American families with salt.

LETTERS TO THE EDITORS

CON AND PRO

Sirs:

I have always considered LIFE to be one of the many American publications that cater to the conservative upper middle class of our population and also, consciously or unconsciously, make the average person feel very uncomfortable by portraying the luxury and material comforts of the rich; thereby encouraging social ladder-climbing since everyone feels that he, too, has a right to the latest fashions and a model home of 10 or 12 spacious rooms with at least one or two maids caring for his needs and flimsiest wishes.

I wish to congratulate you, though, on several of the articles that have appeared in LIFE within the last month: "Report on Kinsey" (Aug. 2), "The American Family in Trouble" (July 26) and "A Round Table on the Pursuit of Happiness" (July 12). In each of the above-named articles I was able to detect a conscious attempt on your part to bring to the attention of your readers the defects and blemishes now seemingly inherent in our present money-making culture and to point out very simply that each of us must make a constructive effort to see to it that America remains as we ideally think of it.

FERN J. WEST

Chicago, Ill.

Sirs:

Only the fact that I have been extremely busy has prevented me from writing you before this to tell you what a magnificent job I think you are doing on the all-important subjects of airpower and the development of a living and conscious appreciation throughout our land of the heaven-sent privilege we have in being Ameri-

cans. With respect to the latter, I refer specifically to the recent Round Table on the inner meaning and spiritual significance of the Pursuit of Happiness at which Russell Davenport presided as moderator.

EDDIE RICKENBACKER
President

Eastern Air Lines, Inc.
New York, N.Y.

MALAYAN INCIDENT

Sirs:

Your magazine never ceases to shock me.

The article, "An Incident in Malaya," (LIFE, Aug. 2) contains the most callous, blatant series of pictures imaginable. Openly you side with colonialism in its most brutal, debased form. Instead of Hessian mercenaries it is Indian Gurkhas, instead of a Ku-Klux white supremacist it is a cutthroat tough from the Shanghai police who arrogantly boasts of 30 human scalps. You pin the label "Communist" on freedom-loving colonials—just as Goebbels did to excuse any form of barbarity.

LOUIS RENFROW

Cincinnati, Ohio

● LIFE is for colonial freedom and has often said so. The marauders now disturbing Malaya are in fact Communists who so announce themselves, and they are at open war with the "freedom-loving colonials" to whom the government of Malaya is gradually passing under a new system of federation. As LIFE's pictures showed, there is brutality on both sides of the fighting.—ED.

REPORT ON KINSEY

Sirs:

I found your report on Dr. Kinsey's sensational book (LIFE, Aug. 2) most interesting, enlightening and amusing.

But isn't the poor man wasting his time and money? Why—we all know men are "that way"—ask any woman! We even know why.

As Dr. Kinsey has stated—the higher the man's education, the less "activated" he is. This boils down to the fact that without highly technical skills or arts on his mind, he is left to dwell on himself, leaving his pathetic brain focused on the usual thing when "at ease."

The good doctor says the women are far less active sexually. Of course! However, were we to act like men during our lifetime—oh-ing and ah-ing over every ankle that peeped 'neath a trouser's cuff, if we drooled excitedly over spicy photographs of lush males, read pulp magazines as a steady diet and swooned over the form divine—why we'd be just like our male counterparts.

Fortunately we were given brains with our bodies. If the call of the wild sends our pulses drumming, then our conscience, our moral training, our plain horse sense urges us to overcome the impulse with exercise of mind over matter, by work, play or study.

Foolish muttering, you say? To quote George Eliot, "I'm not denyin' the women are foolish. God Almighty made 'em to match the men."

MRS. E. C. SCHROEDER

Dearborn, Mich.

Sirs:

However "scientific" such a study may be from the point of view of a biologist or even a clinical psychologist, it cannot be called "scientific" in the same sense as the Gallup Poll. If Gal-

Which Twin has the Toni?

(see answer below)



One Permanent Cost \$15...the TONI only \$2

Summer time is Toni Time. And if you want lovely curls wherever you are, whatever you do, take a tip from Alberta Gubin, popular Toni Twin attending the University of California at Berkeley. She says, "From first period swim class through 'House' lights out, my Toni looks just the way I want it to... smooth and naturally curly." And you'll agree, the very first time you try Toni. But before you do, you'll want to know:

Will my TONI wave be loose or tight?

With Toni, you can have just the amount of curl you want... from a wide, casual wave to a halo of soft ringlets. Just follow the simple directions for timing.

Is it easy to do?

If you can roll your hair up on curlers, you can give yourself a Toni. It's as easy as that! "I'm not very handy with my hands... yet it was easy to give myself a Toni," says Alberta, the Toni Twin.

Must I go through a "frizzy-stage"?

Not with Toni. Your wave will be frizz-free and natural-looking right from the very first day. "Not only that," says Alberta, "Toni won't frizz-up or 'come down' on a rainy day. Mine stays curled in any weather."

How long will TONI take me?

Only as long as it takes to roll your hair up on curlers. For while the wave is "taking," you are free to do just as you please. Why not get together with your friends and have a Toni Party?

How long will my TONI last?

Your Toni is guaranteed to last as long as a \$15 beauty shop permanent... or you get back every cent you paid.

Which is the TONI Twin?

Alberta, the twin at the left, has the Toni. Her sister Jacqueline says, "It's easy to see why we'll both be Toni twins from now on!"



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Saving me \$4.40 under the newsstand rate of \$10.40 for 52 issues

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L-8-23 ☐ PLEASE BILL ME

Mail to LIFE, 540 N. Michigan Ave., Chicago, Ill., or give to your newsdealer.

CONTINUED ON NEXT PAGE



"Nope, Mom—
you don't get out yet!"



BABY: Tch-tch, Mom! You—the lady who said she'd like to be a baby for a day—wanting out! What changed your mind?

MOM: All this crawling and wriggling around! It's made my skin so miserable! Does your skin get as uncomfortable as all this?

BABY: Glad you asked, Mom. The answer is yes. But it could be no—if you gave me the right kind of care, with Johnson's Baby Oil and Johnson's Baby Powder!

MOM: You mean I've been slipping up? That you ought to have both—every day?

BABY: Several times a day is better, Mom. Pure, gentle Johnson's Baby Oil for my after-bath smoothovers. And don't forget it at diaper changes, to help prevent what my doctor calls "urine irritation."

Now about Johnson's Baby Powder. Plenty of soft, silky sprinkles will help chase those chafes and prickles that ruin my disposition! Is it a deal?

MOM: Honey, you've convinced me—even if it had to be the hard way!

Shall we go get the Johnson's?

BABY: We're off, Mom! Get those carriage wheels turning!



LETTERS TO THE EDITORS

CONTINUED

lup or Crossley or any of us here at O.R.C. attempted to predict the coming election with a sample of 56% college men, 80% under 30, too few Catholics and too few farmers, if we failed to represent the West Coast adequately or went out to get an additional 2,200 interviews because our first ones didn't suit us (as Mr. Wickware reports may be done on the female survey), if we accepted only volunteer interviewees—if we did any of these things, we would all go the way of the *Literary Digest*,* and soon!

I have no doubt that Dr. Kinsey's interviews are highly valid clinical reports, but they cannot be defended as "representative" of the entire population of U.S. males. It will take more than Dr. Kinsey to convince me that 70% of American men patronize prostitutes at one time or another, that 85% have premarital relations and 50% are unfaithful to their wives. The danger is not in publishing his results but in giving the layman the impression that this is a true picture of the American male.

HELEN M. CROSSLEY

Opinion Research Center
University of Denver
Denver, Colo.

*The *Literary Digest* never recovered from the effects of predicting in a nationwide poll that Landon would beat Roosevelt in the presidential election of 1936.

Sirs:

It is indeed a tribute to the Catholics and farmers to be "inadequately represented" in the Kinsey Report. That statement in your article is one of the greatest testimonials for the Catholic Church I have read. No sincerely religious person would ever submit to being "interviewed" by Mr. Kinsey.

He is certainly not helping to cut down divorce rates by telling 50% of the American wives their husbands are unfaithful!

FLORA E. WEIMERSKIRCH
Coulee City, Wash.

Sirs:

Of all the silly, cockeyed things to be wasting valuable paper on is the so-called Kinsey Report. The whole world is based on sex. I have eight children. What the people want to know is where to get homes so that they can exercise their sex instincts without fear of being thrown out on their ear by greedy landlords. Yours for more news about better food at lower prices and a roof over my head.

MARY O'BRIEN
Omaha, Neb.

Sirs:

If the time and energy expended upon the Kinsey Report had been devoted to research on spirituality and its functions, what a flood of light would surround us.

FLORENCE A. COYLE
Flushing, N.Y.

Sirs:

The most impressive feature of the article is contained in the concluding paragraph which quotes Kinsey as saying: "If I had any ulterior motive in making this study, it was the hope that it might make people more tolerant."

L. H. ROTH
Montgomery, Ala.

SIRS:

IN RE FRANCIS SILL WICKWARE'S SUPERB REPORT ON THE KINSEY REPORT:

CONTINUED ON NEXT PAGE

NEWS FROM
HOLLYWOOD...

for
**FALSE TEETH
WEARERS!**

**8 OUT OF 10 SCREEN
PLAYERS WHO TESTED
NEW COLEO PREFER IT!**



**NEW COLEO CLEANS
FALSE TEETH
Really Clean!**

Million-dollar Hollywood smiles often mean costly plates and dentures. Coleo's exclusive ingredient that "fizzes" away film and surface stain in minutes made a big hit! No brushing! False teeth gleam. The taste is fresh, delightful. No danger of offensive breath from dentures. Nor does it fade them. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.

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CLEANSER FOR
FALSE TEETH**



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Extra Comfort
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Convenience



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**GILLETTE
Blue Blades**
in the sensational new
Gillette
Dispenser



98¢

20 blades—
40 shaving
edges

● Zip! ... and the handy new Gillette Dispenser deals out a Gillette Blue Blade, unwrapped and ready for your razor. Edges are protected perfectly ... Dispenser costs nothing extra ... you pay only for the blades.

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use Gillette Blue Blades
with the **SHARPEST** edges ever honed

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Better buy— **Du Pont COMBS**

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

LETTERS TO THE EDITORS

CONTINUED

IT IS TRUE THE REPORT HAS HELPED OUR SALES BY MAKING OUR ADVERTISING OF THE NAME KINSEY MORE EFFECTIVE. BUT IT IS NOT TRUE THAT WE HAVE MADE NO EFFORT TO DISPEL THE WIDESPREAD BELIEF THAT THERE IS A CONNECTION BETWEEN OUR COMPANY AND THE KINSEY REPORT. EVERY TIME A KINSEY DEALER OR JOBBER WRITES ME FOR A COPY OF "OUR" KINSEY REPORT I SHELL OUT \$6.50 FOR A COPY OF SAME AND ADVISE THEM AS POINTEDLY AS I CAN THAT IT IS NOT "OUR" KINSEY REPORT. WHEN CONSUMERS SEND IN KINSEY LABELS FOR FREE COPIES WE TELL THEM TO BUY IT AT THEIR NEAREST BOOKSTORE. WHEN ADVERTISING AND SALES PROMOTION PEOPLE BRING US IDEAS TO TIE IN WITH THE KINSEY REPORT WE REJECT THEM QUICKLY. WHEN NEWSPAPER REPORTERS ASK US ABOUT THE KINSEY REPORT WE MAKE IT CLEAR THAT KINSEY WHISKY HAS NO RELATION TO IT, THAT J. G. KINSEY FOUNDER OF OUR COMPANY IS NO RELATION TO DR. KINSEY. BUT THE MORE WE DENY THE MORE IS PUBLISHED AND THE MORE REPORTS I HAVE TO BUY. I CAN'T SAY I MIND AND I HOPE THE SAUNDERS COMPANY AND DR. KINSEY DON'T MIND EITHER.

T. A. DUBOIS
GENERAL SALES MANAGER

KINSEY DISTILLING CORPORATION
PHILADELPHIA, PA.

Sirs:

We send you the reaction of our son David, age 4 months, to Dr. Kinsey's Report

T. CYLKOWSKI

New York, N.Y.



DAVID INSPECTS KINSEY

AMALGAMATED CLOTHING WORKERS

Sirs:

I wish to express my own personal appreciation and that of the organization I represent for the splendid article with pictures in the June 28 issue of LIFE dealing with the Amalgamated Clothing Workers of America. It is a tribute to a labor union which has always sought to elevate the conditions of its members and play a useful part in the community, and we deeply appreciate it.

JACOB S. POTOFKY
General President

New York, N.Y.

EWELL VS. PATTON

Sirs:

After looking at the cover picture of Mel Patton (LIFE, Aug. 2) and reading the article concerning the 1948 Olympics (page 41) I think you have done a great injustice to 30-year-oldster Barney Ewell, a member of our Olympic team. It will take more than publicity for Patton to win the 100- and 200-meter dashes in London.

DOYLE JUSTICE
Albuquerque, N. Mex.

● LIFE paid tribute to Barney Ewell's abilities as a sprinter by devoting a "double-page spread of the July 19 issue to his tremendous victory over

CONTINUED ON NEXT PAGE



like cream hair tonics?

Here's the cream of them all!



gives your hair that "just-combed" look—all day long!

NEW FORMULA WITH VIRATOL* works wonders in the looks of your hair. It *looks* natural . . . it *feels* natural . . . and it *stays in place*.

CONTAINS TRIPLE-A LANOLIN, TOO! Special combination of the finest ingredients helps relieve loose dandruff, excessive dryness.

HOMOGENIZED FOR SMOOTHNESS! Just the right consistency for year-round easy flow, smoother application.

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**This special compound gives lustre . . . keeps hair in place without stiffness.*

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DIAMOND RINGS

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A. HOLLISTER Ring	750.00	C. HEATHER Ring	350.00
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Wedding Ring	150.00	platinum \$300 to 3450.	
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★Man's Diamond Ring 100.00		Anywhere in the U.S.A., for the	
Available at \$75 to 250 to		name of your local Keepsake	
match all engagement rings.		Jeweler, call Western Union by	
		number, ask for Operator 25.	

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Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....
Street and No.....
City..... L 8-48

LETTERS TO THE EDITORS

CONTINUED

Patton in the 100-meter trials. He beat Patton again in the 100 meters in London but finished second to a teammate, Harrison Dillard. He also finished second in the 200 meters, but this time Patton beat him. For pictures of the Olympic games in London, see article in this issue.—ED.

Sirs:

Is Mel Patton the first person to make the covers of both TIME and LIFE in the same week?

RON VALLINE

Story City, Iowa

● No. Eisenhower did it on June 19, 1944, followed by Truman on April 23, 1945.—ED.

CHURCH UNITY

Sirs:

At a recent meeting of the Board of International Missions of the Evangelical and Reformed Church, it was officially voted that the appreciation of the board be expressed for the article (LIFE, May 17) on the Workers for Church Unity who will attend the meeting of the World Council of Churches at Amsterdam this month.

World peace depends upon those spiritual foundations which the churches are dedicated to promote. A new unity of moral purposes is emerging in the world, and the Amsterdam meeting will signalize that unity in the first Assembly of the World Council of Churches. The contribution of LIFE in making this important event in modern church history more widely known will be deeply appreciated by workers for the cause of goodwill and peace everywhere.

DOBBS F. EHLMANN
Executive Secretary

The Board of International Missions
Evangelical and Reformed Church
Philadelphia, Pa.

NEW PARTY CONVENTION

Sirs:

Your recent article (LIFE, Aug. 2) on the new party convention mentioned Candidate Henry Wallace's refusal to meet Norman Thomas in debate. This is not the first time Mr. Thomas has been thus spurned, and his followers always make much of the refusals, but I wonder how many of them are aware that their leader is quite adroit at evading challenges himself. Ever since his first campaign in 1928 Mr. Thomas has cautiously avoided meeting in debate the candidates of the Socialist Labor Party, although every concession to his campaign schedule has always been made. Mr. Thomas is well aware that such a debate would show up his watered socialism for what it is, a hodgepodge of reforms serving only to prolong the capitalist system he purports to condemn.

GEORGE B. CLARKE

Teaneck, N.J.

HEN SOCIETY

Sirs:

Thanks for the article "Social Order of Hens" (LIFE, Aug. 2). This knowledge expanded into all its human ramifications ought to provide sincere idealists with a basic knowledge which they now lack—namely, how human beings behave under different circumstances. It shows that any integral order of social life must evolve into a dictatorship incapable of change until the leader either dies or is overcome

BOY EAGER



for that distinctive
tangy flavor of
CHEEZ-IT crackers!



*America's
largest selling cheese cracker!*
A Quality Product of Sunshine Biscuits, Inc.

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Edwards
SHOES FOR CHILDREN

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CONTINUED ON PAGE 15

M-M-M! Meadow Gold in its Sundae Best!

Smooth Meadow Gold
Peppermint Stick Ice Cream Topped
with Pure Chox Sauce!



Just waiting for *your* spoon—this taste-tempting Meadow Gold delight! Gay with bright bits of wonderful peppermint candy. Rich with pure dairy goodness. And smo-o-othly frozen into the creamiest ice cream you ever tasted! Treat yourself today. Ask for Meadow Gold Peppermint Stick Ice Cream at your fountain or grocery. Comes in bulk as well as in the regular package and the round bulk-style container.

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Green Package



Strawberry
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Vanilla
Blue Package



Chocolate
Brown Package

Meadow Gold Ice Cream

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A perfect-sized pen for pocket or purse. Choice of 5 striking pastel shades to match your accessories. Chrome or simulated gold cap.



NO BETTER WRITING MECHANISM has ever been made at any price. Ball floats inside tip with microscopic tolerance. Rolls and writes freely the instant it touches paper.



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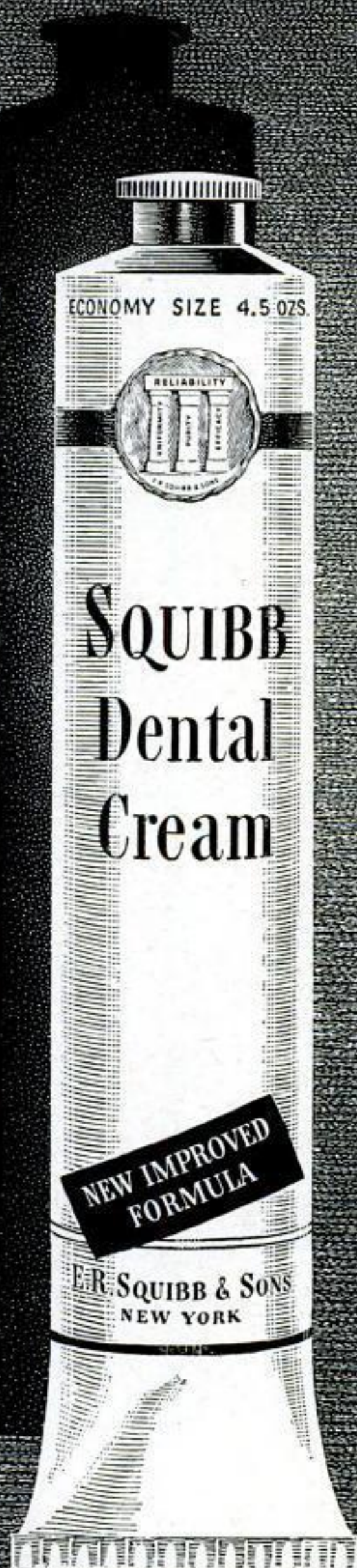
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effective...
refreshing



The priceless ingredient of every product
is the honor and integrity of its maker

LETTERS TO THE EDITORS

CONTINUED

by new blood—the latter cause being impossible where social integrity is maintained by a centralized agency.

Since the struggle for domination will go on, anything resembling democracy in practice can be achieved only in a society in which perpetual reshuffling of social organization takes place—hence the importance of elections, the maximum degree of unregulated free enterprise and freedom of movement. Social instability produced by elections, migrations and unstable dollars is really a blessing to the extent that human underdogs still retain a great deal of freedom.

KARL E. BRANDT

Englewood, Colo.

Sirs:

In all fairness, I believe you should inform your readers that Dr. Guhl's hen experiments are copied step by step from those of Dr. Schjelderup-Erbe, described in detail in the *Journal für Psychologie*, 1928.

DR. ALBERT ABARBANEL

New York, N.Y.

● LIFE did not mean to embarrass Dr. Guhl by implying that his experiments were the first in the field. Not only Dr. Schjelderup-Erbe but numerous others have worked on the phenomenon of the peck order among hens.—ED.

MAHARAJA'S WEDDING

Sirs:

It is of interest to note that the Maharaja of Jaipur (*LIFE*, Aug. 2), by permitting his daughter to marry for love, was letting her carry out what he himself had to wait until the third time to do. By tradition, a child of the Maharaja of Jaipur marries a child of the state of Jodhpur, and such was the case with the present maharaja, one of his wives being a daughter of the Maharaja of Jodhpur. In this manner he married his first two wives for political reasons beneficial to his state. His third and very beautiful wife, daughter of the Maharaja of Cooch-Behar, he married for love.

WALDO RUESS

New York, N.Y.

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do-everything

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Dress**



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Reg. U.S. Pat. Off.
ORIGINAL MODEL



Shirred Action Back



Button-Concealed Fly Sleeve



Button-Concealed Fly Front



and it's yours
for **10⁹⁵**
(large sizes \$12⁹⁵)

Nan Buntly brings you the perfect, functional sports dress—and makes it as pretty as a picture! Expensive dressmaker detail with fly-front, free-action shirred back, fly-sleeves, full dream skirt with hidden button fly-front and new-look pockets. Fashioned of superb quality, crease-resistant rayon gabardine in gay colors: red, beige, aqua, kelly green, luggage or grey. And, because every woman will want one, it's made in every size!

Sizes 12-20 only **\$10.95**
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Order NOW... at your favorite store, or send this coupon and a good store will send your dress to you, pronto!

Nan Buntly, 501 Seventh Ave., New York 18, N. Y.
Please send me "**Dream Casual**" @ **\$10.95**
Size _____ Color _____ 2nd Choice _____
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☐ Check ☐ Money Order Enclosed ☐ Send C.O.D.
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GLEE bursts out in child audience (left) watching scene (above) from the movie *The Sea Hawk* in which a monkey's comic antics disrupt a serious conference between the film's hero (Errol Flynn) and Queen Elizabeth.



EXCITEMENT (left) and shouts of "kill him" greet a shipboard battle (above) between English and Spanish sailors. Speaking of fights, a girl said, "I don't like them to look at but I like them when they're over."



APPROVAL is heartily demonstrated when the "good man" gets better of the "bad man" in a duel. Children insist that virtue must triumph. One youngster said, "If the bad guy ever won, I'd say the picture stunk."

SPEAKING OF PICTURES...

... THE WIGGLE TEST SHOWS HOW CHILDREN LIKE MOVIES

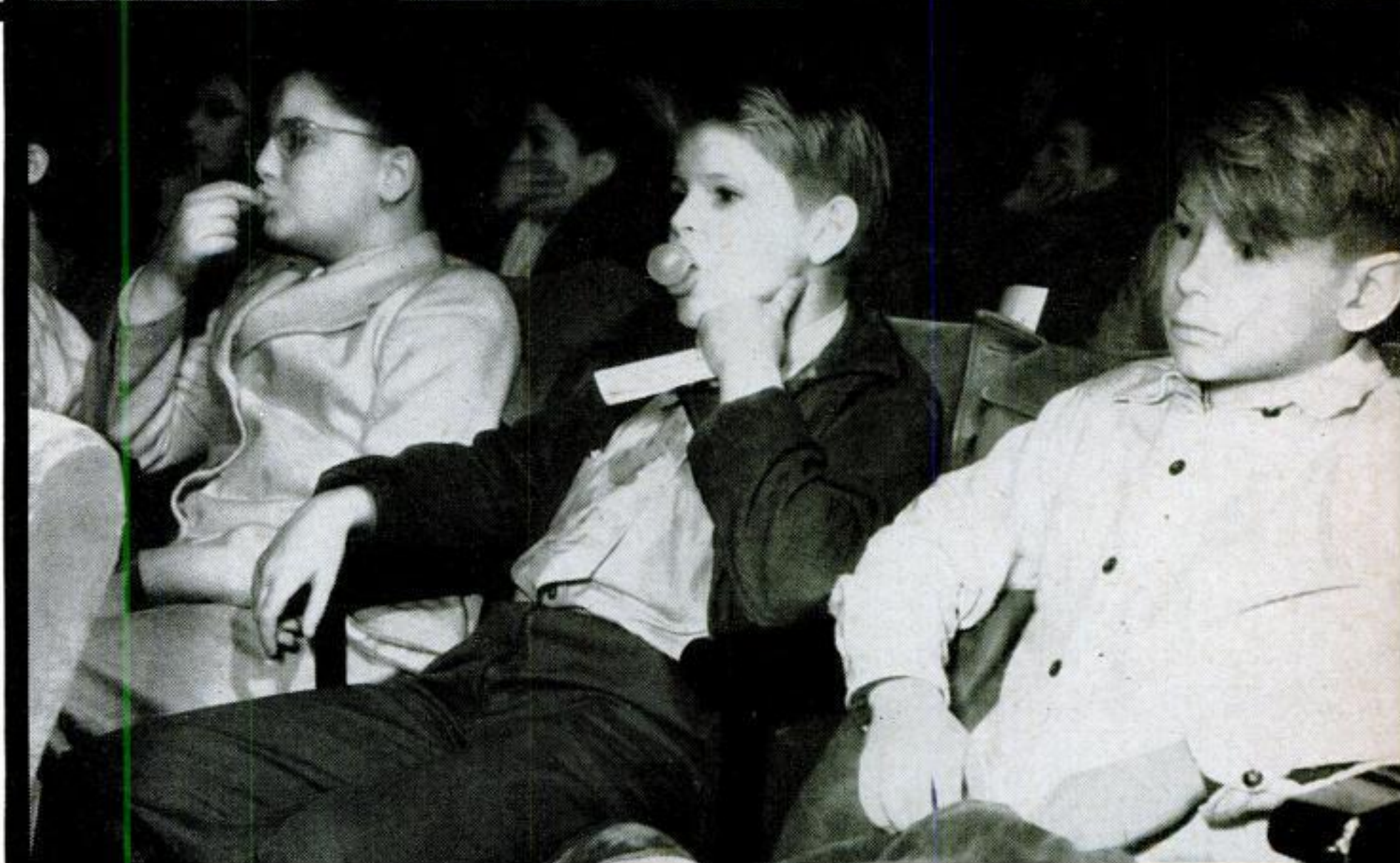
The American insistence on polling and testing public opinion on every subject has produced one useful thing: the wiggle test. This is a device formulated by the Children's Film Library, an organization which rates and provides movies suitable for children. Basing their test on the sound theory that children wiggle when they are bored, the library invites youngsters to special showings of movies and records their reactions. Not long ago a photographer went to a showing of Warner Bros.' production of *The Sea Hawk* and took infrared candid camera pictures of the audience. They are printed here alongside movie scenes being viewed at the time and constitute probably the most honest movie criticism ever recorded. *The Sea Hawk* elicited very few wiggles and, as graph on the opposite page shows, was worth recommending. Not so the film *Little Lord Fauntleroy* at which the wiggling grew and grew until the audience finally wound up by throwing their sweaters at the screen and stopping the show.



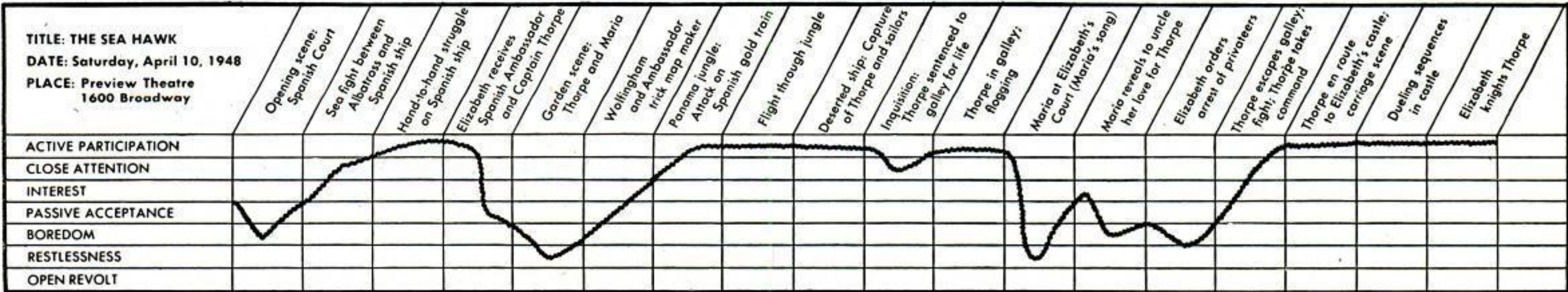
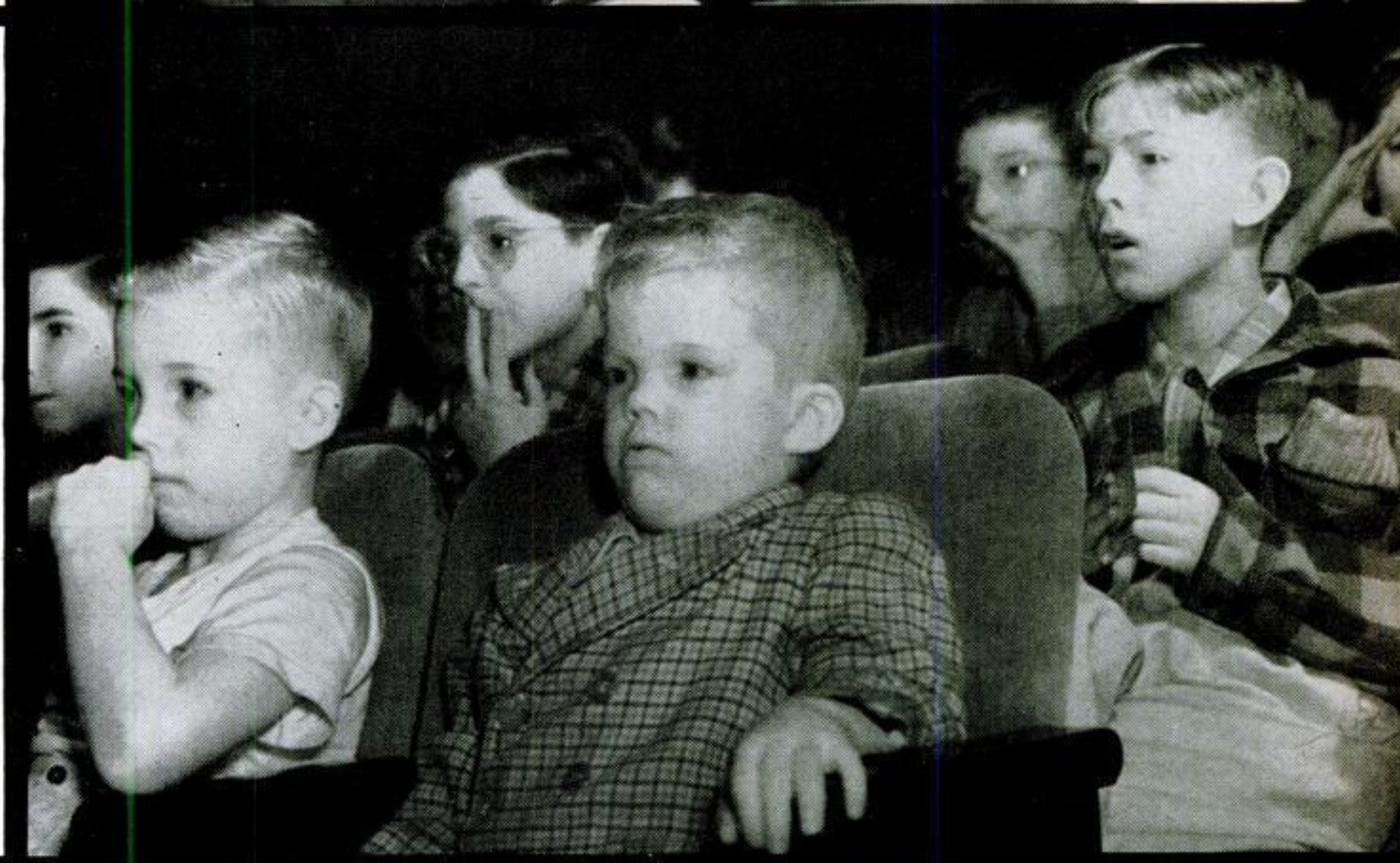
FEAR is shown by children (right) during jungle scene (above) which one child liked best because it was "scary." Most children say they like being "pretend frightened" and squeal just for the joy of making noise.



BOREDOM is registered by children when Queen Elizabeth at her court receives the hero and the Spanish ambassador. Youngsters dislike scenes which are mostly conversation and are not impressed by static pageantry.



TENSENESS grips the audience during a sea fight between English and Spanish ships. Preadolescents feel little pity in scenes of bloodshed and battle. They are interested in the action and in conflict of good and evil.



GRAPH SHOWS RISING AND FALLING INTEREST OF CHILDREN DURING "SEA HAWK" SCENES. DATA WAS COLLECTED FROM WIGGLE TESTS

Pilgrim's Progress



Two Florsheim Brogies . . .
inspired by the square toe,
spade sole, be-buckled
fashions of the Pilgrims.
For daylong comfort, with
tailored suit or casual . . .

and for the incomparable

quality that always goes

with shoe fashions by

FLORSHEIM



The Florsheim Shoe Company • Chicago

Makers of Fine Shoes for Men and Women

SPEAKING OF PICTURES

CONTINUED



LASSITUDE (above) overcomes the children during a court scene (right). Children are attentive to many adult scenes that are hard to understand but quickly resent phony histrionics.



WIGGLING is general through the audience during a slow-paced romantic garden scene. Invariably the young audience wiggles restlessly, showing its lack of interest in "mushy love stuff."





Definitely Dreamdust!

Stars are up and even the moon is yawning—and this little sleepyhead is ready for bed, cuddled warm and soft in his Hanes Merrichild Sleeper.

Yes, Merrichilds are definitely dreamdust! Even if he's a sleep-wiggler (and most babies are!) those smooth, flat seams will lie softly against his tender skin. The springy-knit, flexible fabric will yield gently with every movement.

Merrichild Sleepers are snug and warm, too. Hanesknit of caressing, downy cotton—they'll protect him when he kicks off his

covers on frosty nights. Snug cuffs will hug those fat little wrists. The double-soled feet will keep tiny toes warm.

Take a good look at the Gripper snap-fasteners—laundry-proof and sure. No buttons to sew on. Those sturdy, overlapped shoulders are double-stitched for extra wear.

Always ask for Hanes Merrichild Sleepers by name. Made by the makers of Hanes Underwear for men and boys. In petal-pink and little-boy-blue at your leading store. P. H. Hanes Knitting Co., Winston-Salem 1, North Carolina.



Son-Shirts For school, play or dress! Sun-and-suds-fast Hanesknit combed cotton shirts in many colorful combinations. Long-wearing values at \$1.00 for short sleeves, ages 2 to 6; \$1.25, ages 8 to 14. Long sleeves slightly more.



One-piece Gripper fastener front, ages 4 to 6, \$1.90; age 8, \$2.40.

One-piece Gripper fastener back, ages 0 to 3, \$1.90.

Two-piece suits, ages 0 to 4, \$1.90. With extra pants, a three-piece combination at \$2.85 gives baby more sleeper changes, makes less laundry for Mother.



THE LABEL OF QUALITY KNITTING

Merrichild Sleepers

It's So New! It's So Modern! It's So Different!

It's Hotpoint

**You Get A Real Food Freezer
And A Full-Size Refrigerator
In A Single Kitchen Unit!**

TODAY's biggest refrigeration news is Hotpoint's sensational Combination Refrigerator and Food Freezer—two engineering marvels in one kitchen unit! Without sacrificing refrigerator space, you get a **REAL** food freezer that's zero-cold and big enough to store 52 pounds of frozen foods. You can quick-freeze meats or garden produce and preserve their full flavor for a year!

HOTPOINT'S FULL-SIZE refrigerating compartment gives you worlds of room plus all the kitchen-planned features you want—*leftover rack*, *butter conditioner*, *bi-humidity drawers* and many more. Best of all, this compartment . . .

NEEDS NO DEFROSTING! Hotpoint's scientific humidifying keeps even uncovered foods fresh and moist. Think of the convenience—no more refrigerator defrosting! No wonder everybody's pointing to Hotpoint! See this amazing Hotpoint Combination and seven other refrigerator models for yourself at your nearest Hotpoint dealer's. He's listed in your phone book.

Hotpoint Inc. (A General Electric Affiliate), Chicago

**SEE THE BIG DIFFERENCE IN REFRIGERATORS
... SEE HOTPOINT!**

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Everybody's Pointing To

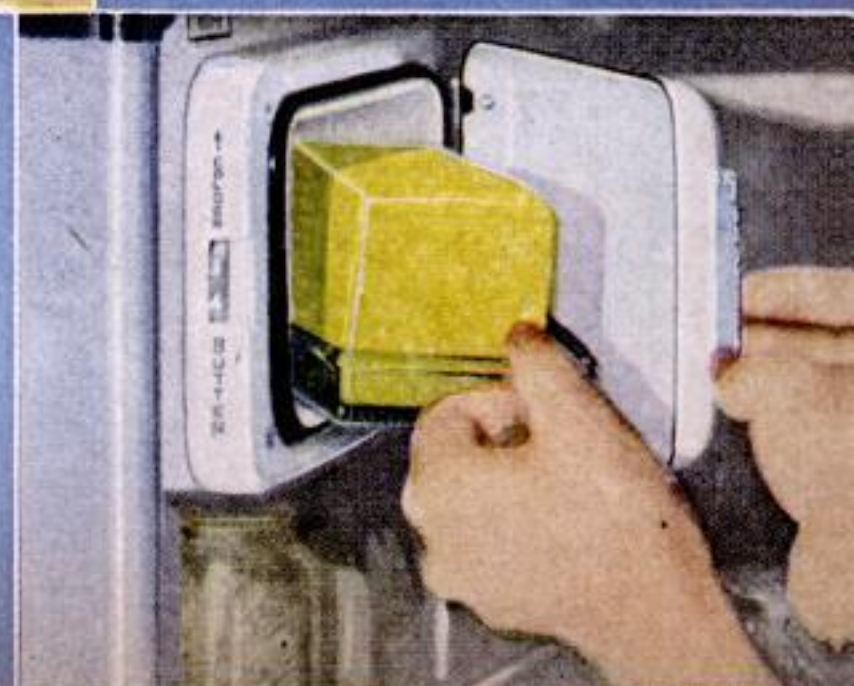
Hotpoint

Refrigerators



Hotpoint's exclusive leftover rack has covered glass jars which can be removed for egg storage. Rack swings from the cabinet or lifts out for use as a snack bar.

Hotpoint's famous butter conditioner keeps table butter at just the right consistency for easy spreading. Separate control regulates the temperature inside.



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LIFE'S COVER

Usually when 17-year-old Jone Pedersen sees a deer it is over the sights of a rifle, for she is an enthusiastic huntress. She goes after quail, jack rabbits and deer and is able to clean and cook anything she bags. But when she went one day to swim she met Bucky, a pet deer belonging to some friends of hers, and she liked him immediately. They ran up and down the beach together, and when Jone sat down to rest (p. 53) Bucky showed that he liked her too. Now Jone (she changed the spelling of Joan herself when she was in the third grade) thinks she may cross deer off her hunting list.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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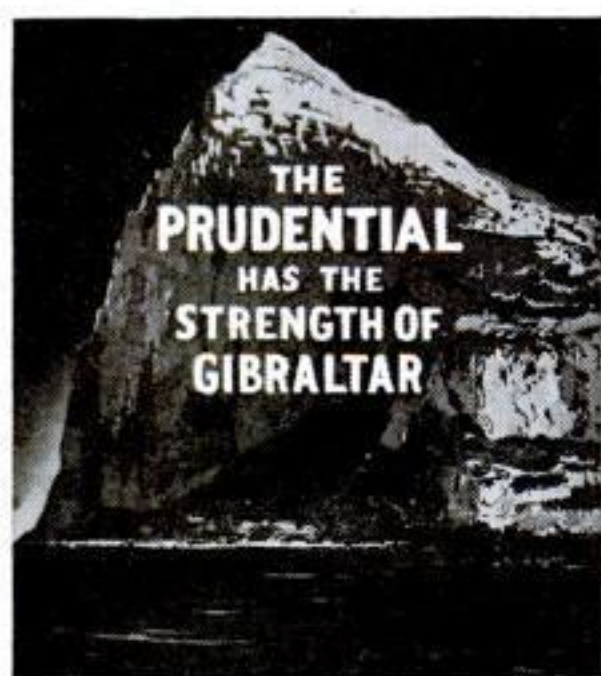
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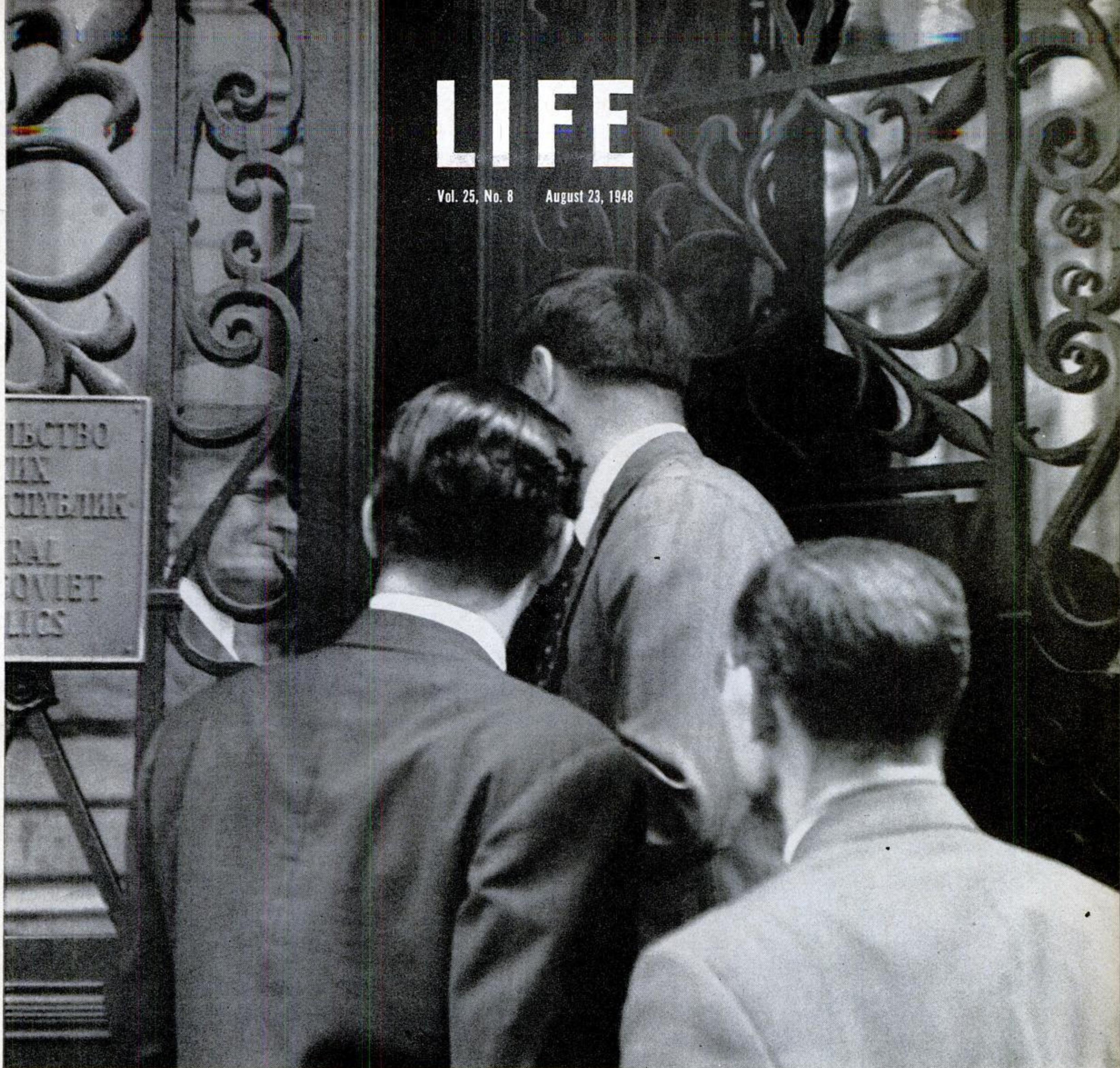
HOME OFFICE: NEWARK, NEW JERSEY



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

LIFE

Vol. 25, No. 8 August 23, 1948



SOVIET CONSUL GENERAL YAKOV LOMAKIN (THROUGH GLASS) UNWILLINGLY ACCEPTS WRIT ORDERING HIM TO PRODUCE THE MISSING SCHOOLTEACHER IN COURT

THE MYSTERY OF THE KIDNAPED RUSSIAN

At first only one fact was clear. When the Russian steamship *Pobeda* sailed from New York Harbor on July 31, the name of Mrs. Oksana Stepanova Kosenkina, a chemistry teacher at the Soviet consulate in New York, was on the passenger list. But Mrs. Kosenkina, a 52-year-old widow who dressed carelessly but liked to use large amounts of U.S. cosmetics, was not aboard.

Where was she and why? The first of these questions was soon answered—she was 30 miles outside New York at Reed Farm, a haven for anti-Communist Russians. The second question became the summer's most fascinating mystery and a subject of bitter international dispute which involved even Russia's Foreign Minister Molotov and the U.S.

State Department before it was finally decided.

The mystery began to reach a climax on a hot Saturday afternoon. A black limousine rolled up to Reed Farm, turned, backed and parked, ready for a getaway. Out stepped Soviet Consul General Yakov Lomakin, a vice-consul and an unidentified woman. As Consul Lomakin later told it, he found that Mrs. Kosenkina was a prisoner at the farm and rescued her by breaking down a door and fighting off a dozen "White Russian bandits." The limousine carried Mrs. Kosenkina to the Russian consulate off New York's busy Fifth Avenue—where she met the press briefly, speaking through an interpreter, and then disappeared to the upper floors.

The story of a brazen kidnaping of a loyal Soviet

citizen on U.S. soil was immediately challenged by the Countess Alexandra Tolstoy, director of Reed Farm. According to Miss Tolstoy, Mrs. Kosenkina went to the farm willingly and eagerly, in fear of her life if she returned to Russia. Only then had she been abducted—not by any White Russians but by the Soviet consul and his assistants.

Which story was correct? One attempt to learn was made in the form of a court order directing Lomakin to produce Mrs. Kosenkina (*above*). Claiming diplomatic immunity, Lomakin ignored the order. For a week, while the mystery deepened, Mrs. Kosenkina remained incommunicado at the consulate. For more details on the mystery and its final violent solution, see the following four pages.

THE STRANGE DOINGS AT REED FARM



COUNTESS TOLSTOY stands in front of farm. Daughter of Novelist Leo Tolstoy, she fled from Russia in 1929.



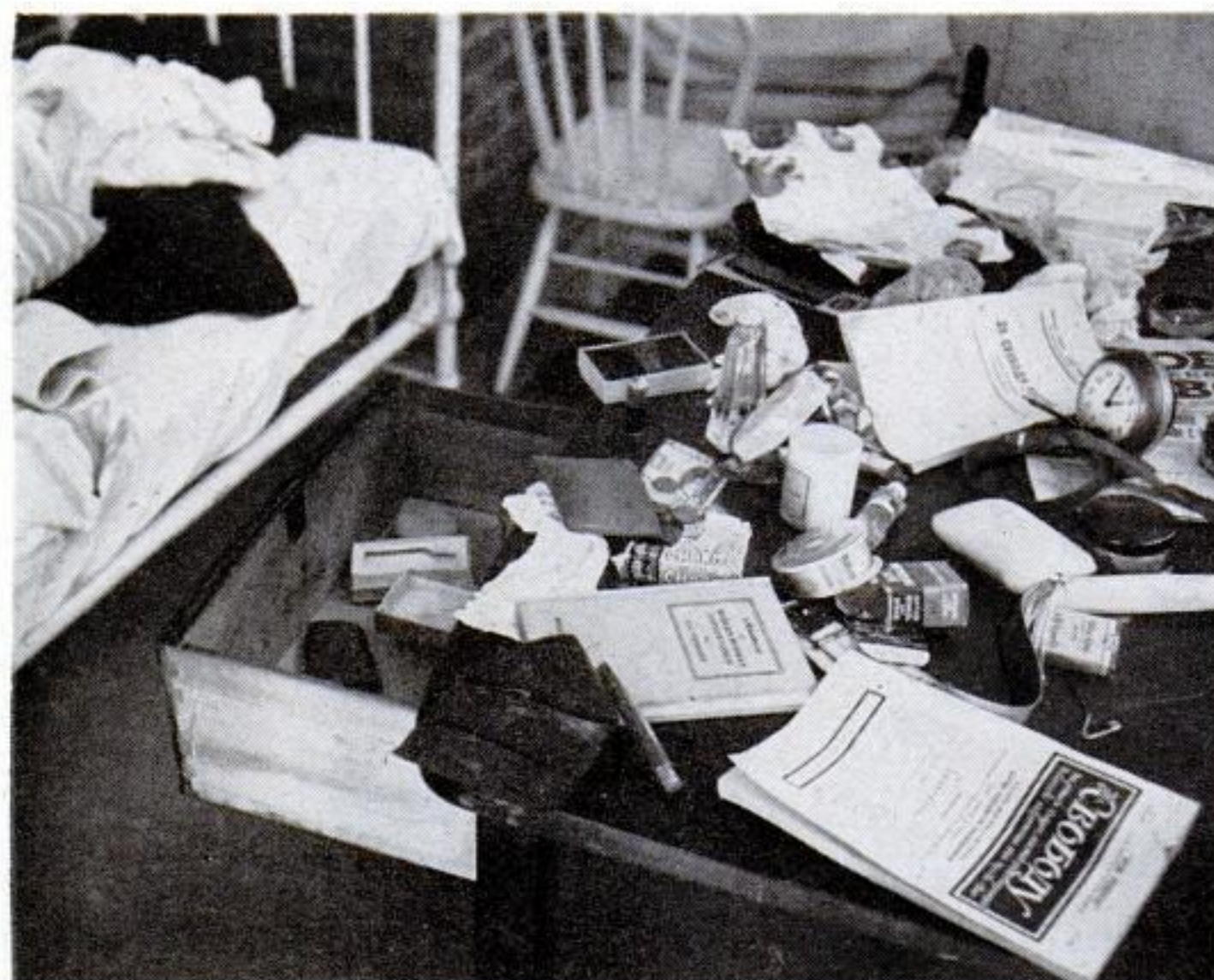
"UNCLE J.", handyman who mailed letter from teacher to the consul, discusses the case with Countess Tolstoy.



PASCHA CHASTKOVA, who works in farm kitchen, sits at window where she and teacher saw consul's auto.



TEACHER'S ROOM at farm is shown after her hasty departure. Door is unbroken.



PERSONAL EFFECTS of Mrs. Kosenkina are scattered over her bureau. Newspaper is anti-Communist *New Russian World*, whose editor said she asked for help.



"WHITE BANDIT" who tried to keep consul from taking teacher is Andrei Kapsha.

WAS THE SCHOOLTEACHER DRUGGED BY "BANDITS" OR AIDED BY FRIENDS?

Some of the facts of Mrs. Kosenkina's brief stay at Reed Farm were undisputed. She talked very little and was highly nervous; her hands shook and she lay awake smoking in bed long after her roommate had gone to sleep. Once she composed a letter to the Russian consulate and finally, after long hesitation, got a handyman named "Uncle J." to mail it for her. When she departed with Consul Lomakin in the black limousine she was in too much of a hurry to take all her belongings or money (above, center).

But from that point on the stories of Consul Lomakin and Countess Tolstoy were in direct contradiction. The consul said she had been carted off to the farm under the influence of drugs and had smuggled out a letter begging him to free her from her imprisonment. At the press conference he arranged for her (opposite page, top left) he showed the marks of a needle on her arm and read excerpts from her letter. "I am not an enemy," it said. "I am loyal to my country and love my people. . . ." Lomakin



1

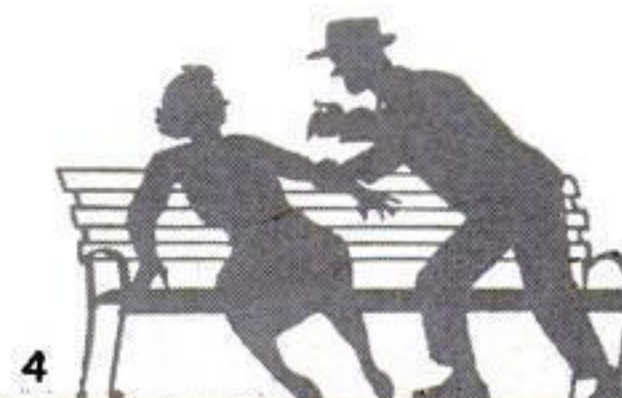
JULY 29



2



3



4

JULY 30



5

JULY 31

THE TEACHER'S HECTIC FORTNIGHT is shown in this drawing, in which gray indicates story told by Russians, black the story told at Reed Farm. 1) Mrs. Kosenkina is followed by a sinister stranger, as told in the official Russian version. 2) She voluntarily

visits an anti-Communist Russian-language newspaper editor. 3) The editor introduces her to Countess Tolstoy. 4) Or perhaps she is approached on a park bench by another stranger who drugs her with a hypodermic needle and tells her that returning to Russia

THE EVENTS THAT FOLLOWED



PRESS CONFERENCE for Mrs. Kosenkina is held at Soviet consulate. Pointing to her is Consul Lomakin. Although she can speak English, all her statements were interpreted by consulate staff.



RUSSIAN AMBASSADOR Alexander Panyushkin holds press conference to tell how he paid call at State Department to protest Reed Farm incident.



ANOTHER TEACHER, who disappeared from Russian consulate at same time as Mrs. Kosenkina, talks to Congressman Mundt (right) after seeking refuge in the U.S. He is Michael Samarin.



VICE-CONSUL Zot Chepurnykh, who helped get Mrs. Kosenkina back from Reed farm, smiles from taxi. Girl is Zina Ivanova, consul's secretary.

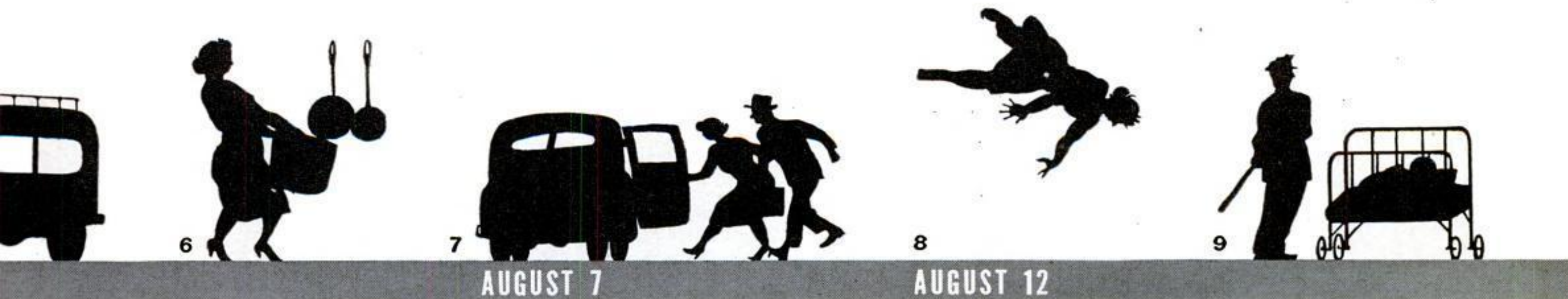
had harsh words to say about the "bandits" at Reed Farm and soon even higher Russians were lodging their protests with the U.S. government. Both Russian Ambassador Panyushkin and Foreign Minister Molotov demanded to know what was wrong with U.S. democracy if it permitted unfortunate people like Mrs. Kosenkina to be terrorized on its free soil.

To newsmen, however, there seemed to be a few weaknesses in the official Russian version. Visiting Reed Farm somewhat apprehensively, expecting to

find it manned by huskies with machine guns, they found only a quiet community in which about 100 people seemed to be living together in a sort of pastoral simplicity. About half the population were children, many of them eating five meals a day to rebuild bodies ravaged by starvation as DPs. Most of the others were old folk, mild and tired. The doors were unlocked and there was a telephone with which anyone could have summoned a taxicab or the police. There was no sign that the door of Mrs. Kosen-

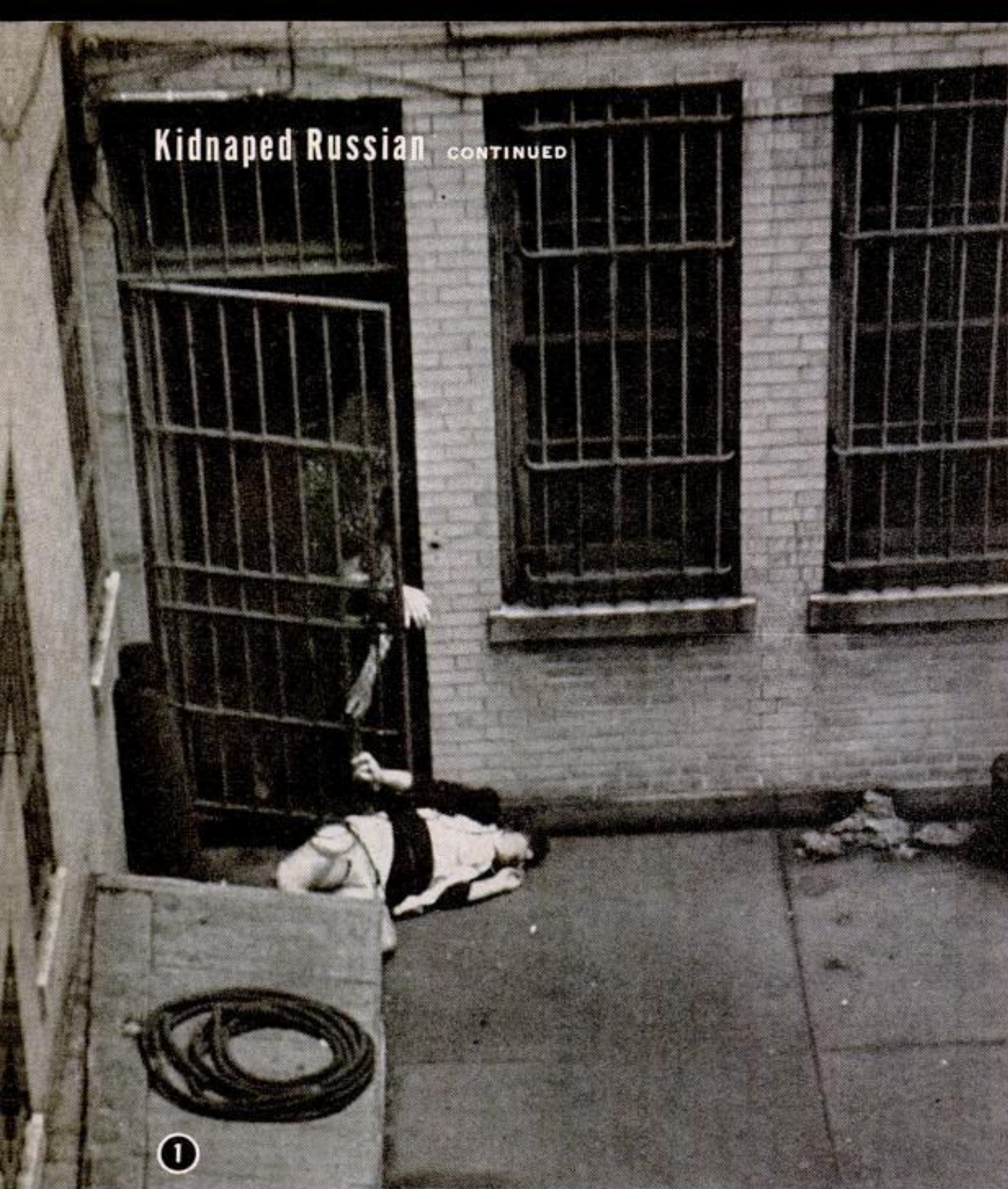
kina's room had ever been battered down. And the Countess Tolstoy had an explanation for the letter. She had read the message, she said, and indeed it had started out with a statement of loyalty to the Russian people. But from there it had gone on to say that Russia had become a huge concentration camp under the Communists, and that Mrs. Kosenkina wanted none of it.

Someone was lying. The liar was soon unmasked—in the dramatic climax shown on following page.



means exile in Siberia. 5) She arrives at Reed Farm, as everyone agrees, and 6) works there in the kitchen—until 7) the black limousine of the Soviet consulate drives up and carries her back to New York City. There, after the peculiar press conference shown in

the photograph at top of page, she remains hidden away, unavailable to anyone seeking the facts, until 8) she jumps from a third-story window. 9) She is at New York's Roosevelt Hospital, critically hurt but able to tell the true story about all these baffling events.



1

A MOMENT AFTER MRS. KOSENKINA'S JUMP, DOOR OF CONSULATE OPENS



2

THE FIRST WOMAN OUT BENDS OVER MRS. KOSENKINA AS TWO MEN RUSH TO THE DOOR



5

THE THREE START TO HAUL MRS. KOSENKINA BACK INSIDE THE BUILDING



6

TWO MORE MEN ARRIVE AND HOLD A HURRIED CONSULTATION ON HOW TO LIFT HER

MRS. KOSENKINA JUMPS FROM CONSULATE WINDOW

On the very day that Moscow announced Molotov's official protest the truth came out. The climax came unexpectedly and in possibly the only way it could have happened. Barring such an unforeseen twist, Mrs. Kosenkina would have remained in the Russian consulate, hidden from the world by diplo-

matic courtesies. Eventually she would have gone back to Russia and nothing more would have been heard from her. The mystery of the kidnaped Russian would have gone down among 1948's unsolved crimes.

But on the afternoon of Aug. 12 a man standing



3 MAN DIRECTS WOMAN TO UNTANGLE TELEPHONE WIRES FROM MRS. KOSENKINA'S LEGS



4 SECOND MAN REAPPEARS AFTER SUMMONING MORE HELP FROM CONSULATE



7 AS MEN MOVE HER THROUGH DOORWAY POLICEMAN ARRIVES AND ANOTHER RUNS UP



8 RUSSIAN WOMAN DOCTOR (LEFT) IS PUSHED ASIDE AS AMBULANCE LEAVES

at his window near the consulate saw a body drop through the air and land in the consulate courtyard. A woman lay moaning there on the concrete. People rushed out from the consulate and dragged her inside. But police leaped over a high spiked fence and went in with her—and later they took her by ambu-

lance to Roosevelt Hospital. The woman was Mrs. Kosenkina. She had four fractures and grievous internal injuries, but she was still able to talk.

She called for a Russian-speaking friend—the man who, according to Countess Tolstoy, had helped her reach Reed Farm. From her hospital bed she

embraced him and said, "I had to get out. . . . I was struggling to get out. . . ." When Vice-Consul Chepurnykh was brought in she said, "You kept me as a prisoner." The Russians, who had been protesting so loudly against U.S. terrorism, were reduced to claiming the teacher had had the misfortune to fall.



AS 5,000 ATHLETES MASS ON THE INFELD OF WEMBLEY STADIUM BEFORE A CROWD OF 82,000, THE OLYMPIC TORCH FLARES UP FOR THE FIRST TIME ON JULY 29,

AMERICAN ATHLETES

THEY WIN 38 GOLD MEDALS IN GAMES MARKED BY MANY BROKEN RECORDS, LOTS OF RAIN BUT FEW QUARRELS—

For 17 days—except for one night when there was trouble with the gas line—the torch in the picture above flamed brightly at Wembley, England. From July 29 to Aug. 14 it was the symbol of the 14th modern Olympiad. Last week, after a brief closing ceremony, the gas was turned off and 5,000 athletes from 59 nations were on their way home.

The ceremonial dignity of the Wembley Olympiad was no match for the neopagan histrionics which characterized Adolf Hitler's 1936 spectacle

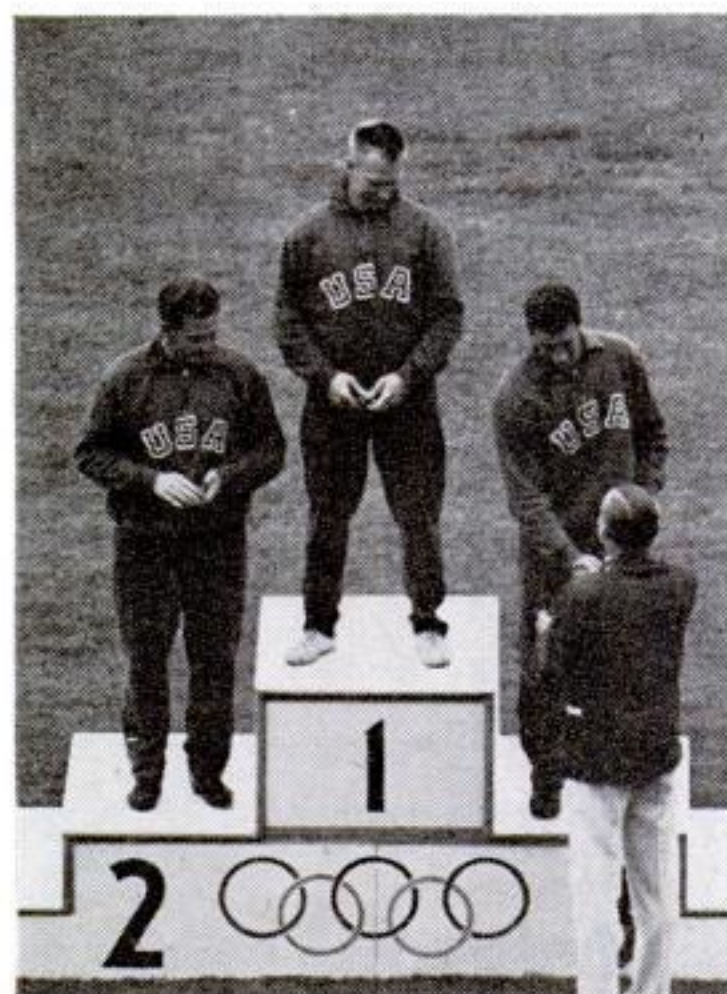
in Berlin. But by athletic standards the show was superb, despite the fact that the weather was the worst in Olympic history (the sun shone only three days). The general decorum of competing athletes was admirable, and only a very slight international tension followed a disputed U.S. victory in the 400-meter relay. The U.S. team of sprinters won the race by seven yards but was disqualified when a British judge ruled that the Americans had passed the baton in an illegal manner. When the film rec-

ord of the race proved the judge had erred, the U.S. was adjudged the winner in an elaborate show of good feeling. This deprived the British of their only track and field gold medal and gave the Americans another to add to the 10 they had already won.

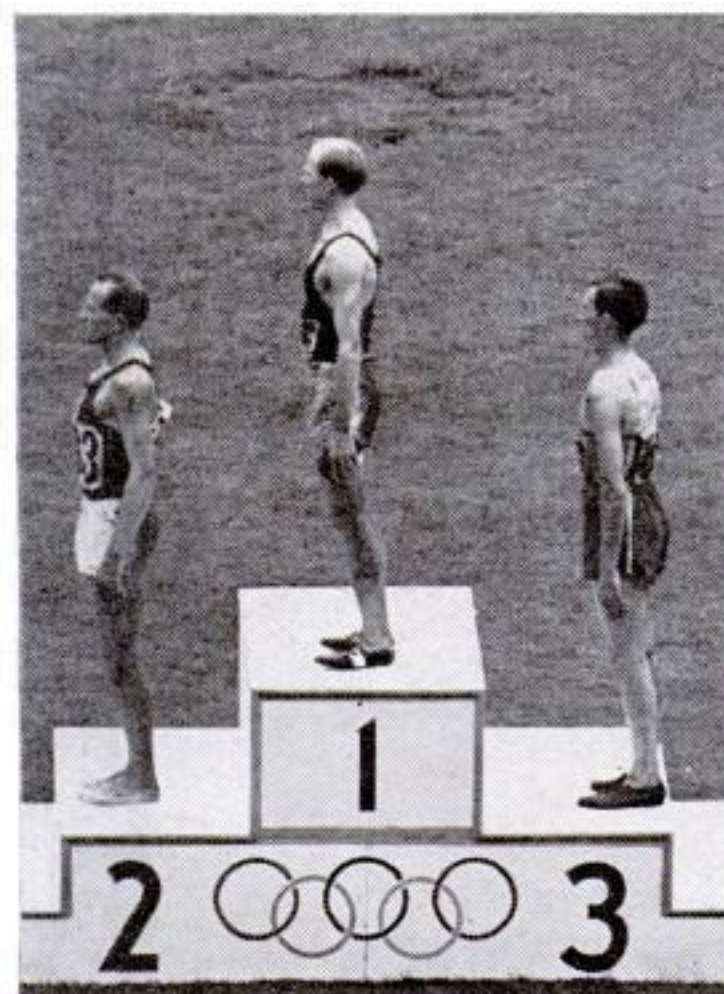
The U.S. Olympic sweep—38 first-place medals—was overwhelming. (For complete tabulation of Olympic results, see p. 92.) In men's track and field and swimming the U.S. scored more first and second places than all Europe combined, although the



HIGH HURDLES champ Bill Porter pats teammate on head. U.S. swept this event.



SHOT-PUT was swept by Thompson (center), Delaney and Fuchs. All broke record.



5,000 METER medalists listen as Belgian anthem is played for winner Gaston Reiff.



200-METER winner Patton is jubilant. Triumph redeemed loss in 100-meters.



A FEW MINUTES AFTER THE XIV OLYMPIAD HAS BEEN OFFICIALLY OPENED BY KING GEORGE VI. THE HUGE DELEGATIONS IN THE FRONT ARE BRITISH AND U.S.

SWEEP THE OLYMPICS

CALIFORNIA BEATS ALL EXCEPT THREE COUNTRIES, BUT DUTCH HOUSEWIFE TAKES TOP INDIVIDUAL HONORS

final unofficial point totals (box at right) reflected the prowess of other countries in such peripheral sports as fencing and Greco-Roman wrestling. Considering comparative manpower and coaching standards, the parade of U.S. track and field winners (below) to the Wembley Stadium victory platforms was no surprise. And the unprecedented U.S. triumph in men's swimming was made possible only because the Japanese were not permitted to compete. (Other absentees: the Germans, who were not invited,

and the Russians, who snubbed the whole show.)

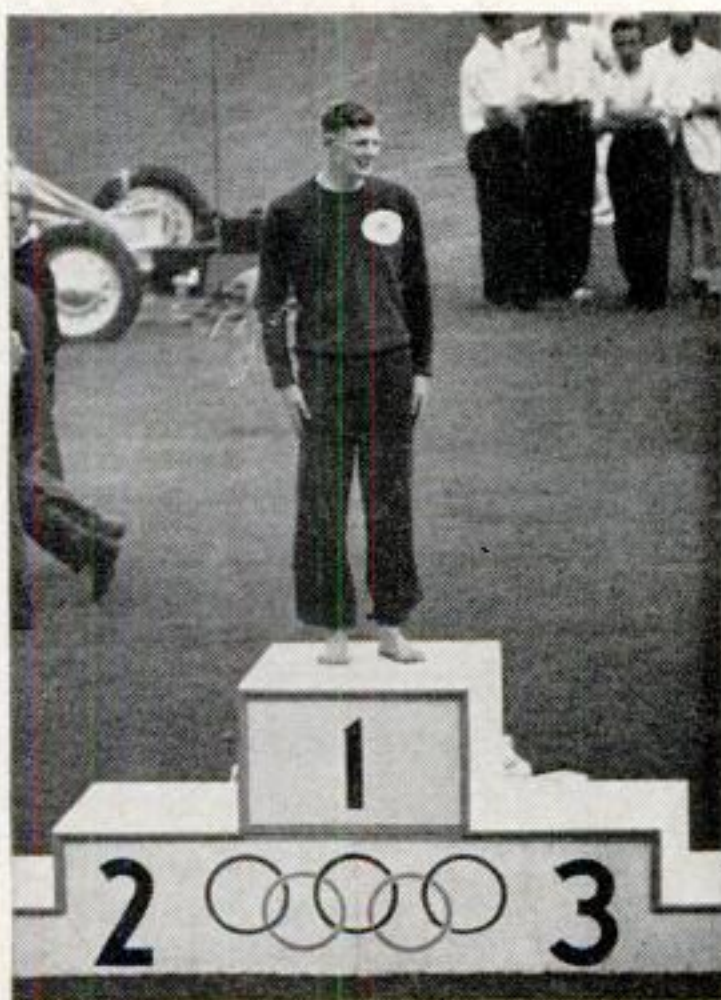
California athletes alone scored more points than any country except Sweden, France and Hungary. The two U.S. sensations were both Californians: Vicki Draves, who won both of the women's diving championships, and Bob Mathias, a 17-year-old schoolboy who won the decathlon. But the greatest Olympic performer was not an American at all. It was Holland's Fanny Blankers-Koen (next page), the only person to win three individual championships.

THE LEADING TEAMS

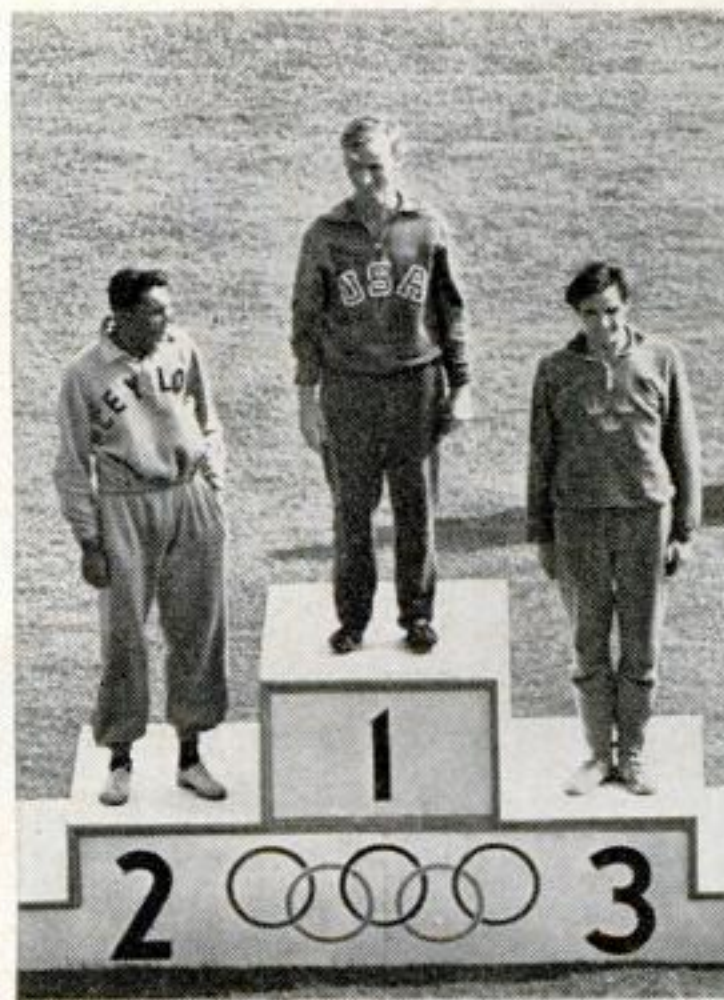
1) United States 662	7) Finland 158
2) Sweden 353	8) Switzerland . . . 151 1/2
3) France 230 1/2	9) Denmark 143
4) Hungary 201 1/2	10) Netherlands . . 119
5) Italy 183	11) Czechoslovakia 93
6) Great Britain 170	12) Turkey 88



100-METER champion Harrison Dillard waves to crowd after his victory.



HIGH JUMP winner, Australia's Jack Winter, defeated three favored Americans.



400-METER HURDLES victor, 29-year-old Roy Cochran, was first U.S. medalist.



100-METER women's champion, Fanny Blankers-Koen, stands rigidly on podium.



DISTANCE CHAMPION Emil Zatopek of Czechoslovakia, running with his characteristic agonized expression and no grace, starts last lap in 10,000 meters, where he set a new Olympic record. He received a gold medal and promotion from second to first lieutenant in Czech army.



HURDLES CHAMPION Fanny Blankers-Koen (*right*) of Holland skims over last barrier in the 80-meter race inches ahead of Great Britain's Maureen Gardner. Both women broke the Olympic record in this race. Mrs. Blankers-



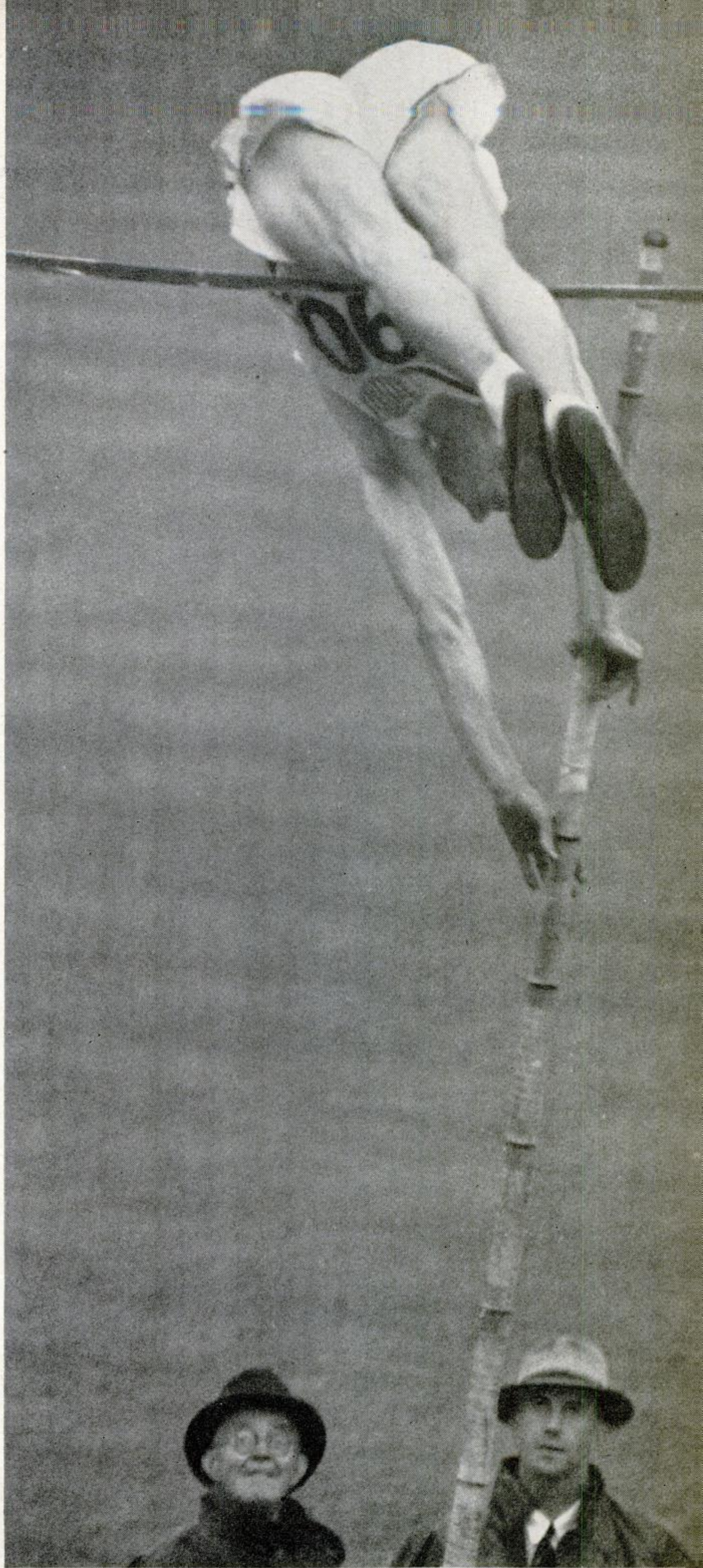
DECATHLON CHAMPION Bob Mathias hurls the discus, one of 10 events he completed in two days. Decathlon was held in rain and darkness, Mathias finishing last event, the 1,500-meter run, just before midnight on second day.



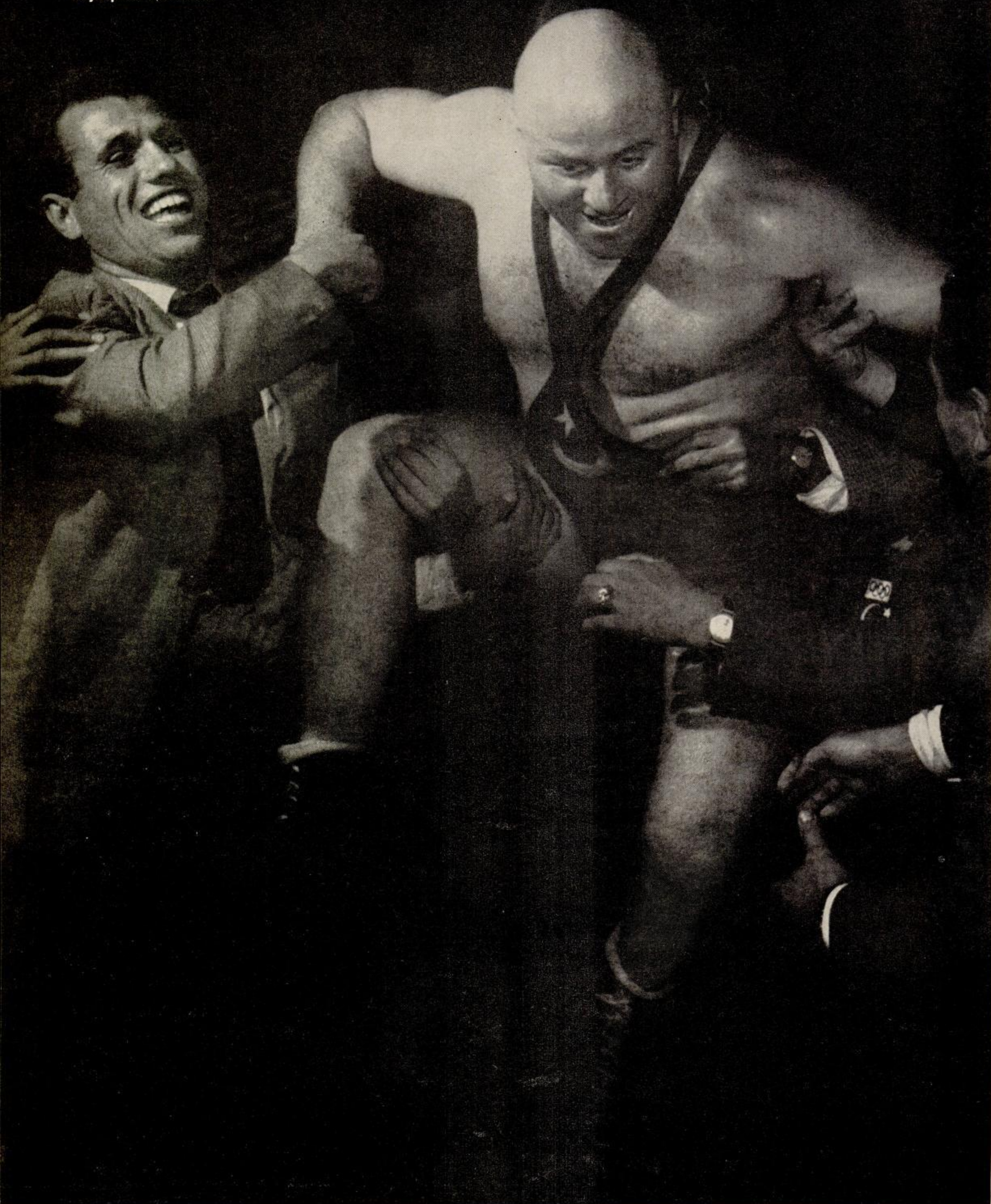
Koen, 30-year-old mother of two children who cooks, knits, darns socks and does her training in between, also won the women's 100-meter and 200-meter sprints and picked up a fourth medal by running on a victorious relay team.



DIVING CHAMPION Vicki Draves, who has an English mother and a Filipino father, relaxes after victory while her usually critical husband-coach, Lyle, beams his approval. She was only U.S. athlete to win two individual titles.



POLE-VULT CHAMPION Guinn Smith of U.S. won the hard way—in a driving rain which caused vaulters' hands to slip from bamboo poles and made Olympic record impossible. Above, Smith's body is draped over bar as he fails on first try at winning height. Next time he made it.



HAPPY TURK, heavyweight wrestling champion Ahmet Kirecci, is hoisted to the shoulders of enthusiastic supporters after his victory in finals of Greco-Roman divi-

sion, where wrestling is restricted to holds above the waist. Turkey's Olympic team finished in twelfth place with a total of 88 points, 84 of them compiled in wrestling.



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You'll relish the fluffy rice that makes this chicken soup so extra-nourishing.

You'll enjoy the tender pieces of chicken so generously added—for every plateful.



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you always get in BIRDS EYE FISH!

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So economical! One pound of Birds Eye Perch equals 4 pounds of whole perch. And 1 pound of Birds Eye Cod or Haddock equals 3 pounds of whole fish.

Do try Birds Eye Fish in our "Float" recipe today. If it isn't the best tasting fish you ever ate—your money back!



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Recipe for Birds Eye "Ocean Perch Float"

1 package Birds Eye Ocean Perch Fillets
4 tablespoons melted butter
½ cup Snider's Catsup
2 teaspoons lemon juice
Salt, pepper, and paprika

Thaw cleaned, boned Birds Eye fillets just enough to separate. Combine butter, catsup, and lemon juice and pour into shallow baking dish. Arrange fillets on top. Sprinkle with salt, pepper, and paprika. Bake in hot oven (400°F.) 20 minutes, or until done. Serve with crisp cole slaw. Makes 3 or 4 servings.

THE BIG FOUR

THERE IS DANGER IN ITS REVIVAL AND WE MUST WATCH OUR STEP

The Western powers are asking Russia to resume the system of four-power negotiation which our statesmen wisely smashed just eight months ago. To understand the magnitude and risk of this turn in Western policy it is necessary to look back at the break-up of the Big Four. Contrary to a widespread misapprehension, Molotov did not break up the Big Four. George Marshall broke it up, for reasons which he epitomized at the fifth conference of the Council of Foreign Ministers in London last December. "We are wasting our time," he said, "when there is no time to waste." All the mistakes and illusions of Teheran and Yalta had by then borne their bitter fruit, and the only good thing to be gained from further Big Four talk was what Marshall well called "an understanding of the misunderstanding." Awake at last, he and the foreign ministers of Britain and France refused to dabble any longer in phony negotiations which served only to enchain the Western powers and to forward Russia's campaign of aggression.

All concerned moved forthwith from an unreal world of pretended collaboration into a real world of acknowledged conflict. It was not a pleasant world, but it was an infinitely safer one for the West. Freed of the forms and apparatus of false agreement, which the Russians had used to fetter us at every hand, we and our allies made enormous gains in the struggle for Europe. We were able to proceed apace with the fusion of the U.S. and British zones of Germany and with our plan for a western German

government which, for all its faults, is at least a positive and open step toward a rational Europe. Five governments signed the defensive treaty of Brussels and, with the 11 others participating in ERP, gave that program an added impact which set the Russians back on their heels. When the foreign ministers met in London last year, we were losing Europe. Within six months of our escape from the four-power trap we were winning Europe, and the Russians and their satellite Communists were in a state of obvious alarm.

This being so, why attempt to revive the four-power system? There is only one answer. We got scared. We were frightened by the seeming consequences of our biggest success to date in the battle for Berlin. Patently in order to offset and repair their losses elsewhere in Europe, the Russians had sought to blockade us from the city, and we responded with our mighty airlift (*below*). In the total impasse which followed, the governments of the West concluded that the alternatives were negotiation or the immediate peril of war. We still do not know whether the Russians are bluffing, or whether in their desperation they would actually shoot or crash our planes from the German sky and so invite war. But we now know, and Moscow knows, that at the point of decision it was we and not the Russians who edged away.

There is nothing wrong with negotiation as such. Under proper safeguards it may even do some good. The danger is that in resuming negotiation we shall be led, as the Russians cer-

tainly hope to lead us, back to a binding diplomatic and administrative relationship (for example, the Allied Control Council in Germany) which can only tie our hands and serve Soviet ends. Our statesmen are mindful of this danger; the question is whether they can have one without the other. The little so far made known about the current exchanges is not promising. First we proposed to discuss only the immediate issue of Berlin "in Berlin"—in other words, we would not again be entrapped in a general discussion of Germany and Europe. The Russians stiffly refused and invited us into the old four-power parlor. We did not walk right in. But we did offer in reply some sort of general discussion by the respective foreign ministers, which is clearly a retreat from our initial stand, although it was accompanied by a saving refusal to discuss anything as long as the Russians persist in their blockade of Berlin.

Some pundits are saying that we and the Russians have merely entered a new phase in which shrewdness and forcefulness will be enough to keep us out of trouble. That unfortunately is wishful double talk. Eight months ago in London it was altogether plain to the statesmen of the West that nothing less than a reversal of Soviet policy and tactics could lend life and point to the Big Four relationship as it then existed. That is still true, and nothing that has happened since indicates that the Soviet Union is prepared for such a reversal. It will not be—it cannot be—until it abandons its aggression against the non-Communist world.

THE BIG LIFT

OUR AIRMEN DESERVE A HAND FOR A MAGNIFICENT PERFORMANCE

Since June 26 the newspapers have been reporting the arithmetic of a great achievement, the Berlin airlift. Now it has almost ceased to be news that, on Aug. 7, 670 planes flew 4,254 tons of food, coal and like supplies into Berlin; on Aug. 9, 3,971 tons, on Aug. 12, 4,500. The weekly totals rise with impressive and, to the Russians, formidable consistency: first under 2,000 tons, then 15,000 and last week just under 30,000 tons. It is a story of which Americans should be proud, and it is also a story which tells us a good deal about our habit of underestimating our capacities.

When the Russians blocked the last land entry to Berlin and confronted our officials there with the fantastic task of supplying a capital city by air, Lieut. General Curtis LeMay and his air staff in Germany had no plan for such an operation. General LeMay, as one observer remarked, "just picked up the problem." Most of the transports then on hand were two-engine C-47s good for three tons of cargo per trip. He put them rapidly into the air, snatching a lot of grounded fliers from their desks in order to man planes normally held in reserve. The British also weighed in. With their own less formal efficiency they have delivered roughly one third of the total tonnage flown to Berlin. Even airmen at the start took a pretty

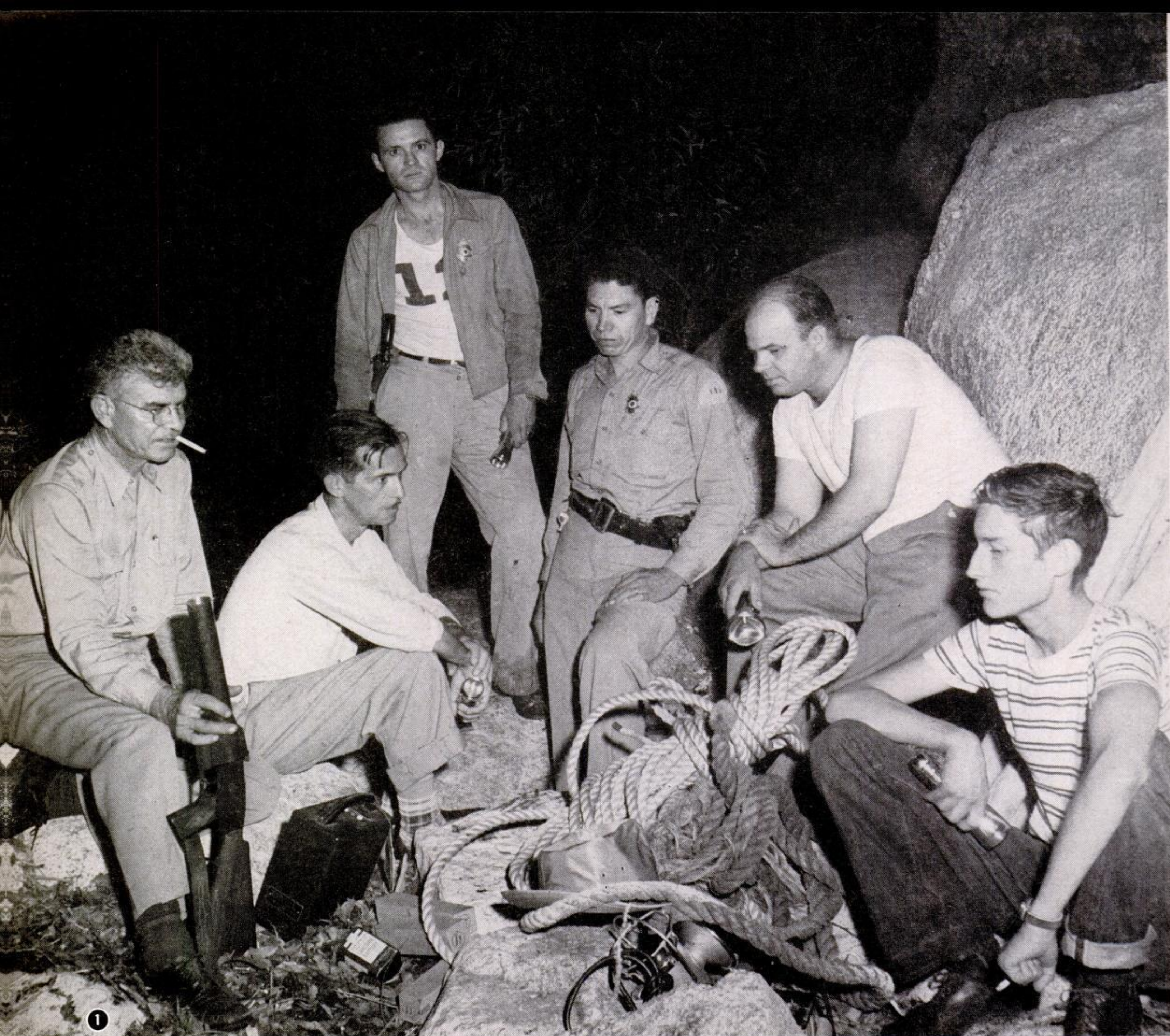
dim view of the prospects, holding that it was at best a costly and limited summer show which could do no more than keep the city alive for a few weeks until stockpiles ran out. Any idea that the airlift could sustain the city through a winter siege was dismissed as so much nonsense. Our highest civilian officials were led to assume that, come winter, the airlift would be so diminished that we could not possibly hold out.

Our airmen proceeded to astound themselves. Their estimates of what was possible went up and up. Now, to all effects, the sky is the limit and there is no more talk of winter shutdown. Instead the policy-makers are being assured that Berlin can be sustained indefinitely and in any season. The Air Force in Washington discovered that it could muster more four-engine C-54s than it had supposed. This week 90-odd from the U.S., Honolulu, Panama—wherever the worldwide Military Air Transport Service could find them—are carting 10 tons a trip, two and three trips a day, from our terminals at Wiesbaden and Rhein-Main to Berlin's Tempelhof, and more are on the way. GIs running bulldozers and strawbossing German laborers are plunking 40,000 truckloads of Berlin rubble into a new 5,500-foot runway at Tempelhof. An entire maintenance shop

is to be flown from the U.S. to an airdrome in Britain where the C-54s will be serviced. An intricate pipeline from warehouses to railways to ports in the U.S., and thence by ship to ports and depots in Germany, is feeding the airlift. In Washington the new and (so they say) efficient bureaucracy of a new Air Force which counts its costs and assays its probabilities to the last taxpayers' dollar grinds out tabulations, charts, green slips, recording the statistics of Operation Vittles (so named by GIs who would have none of the brass hats' label, Operation Manna).

It is all a far and heartening cry from the days in 1934 when a lieutenant colonel named H. H. Arnold, ordered to fly the western mails when F.D.R. canceled airline contracts, grew sick of heart while his unprepared pilots crashed and his sea-level military planes failed at the take-off from mountain airports and turned back from mountain ranges which commercial planes of the day managed with ease. Today the Air Force in Germany is swinging a continuous airlift bigger than any ever before undertaken by anybody, in peace or war. It has armed our diplomacy and earned among Germans a respect which is new to them and useful to us.

Americans should take pride in their Air Force and in the men who are doing the job.



AWAITING THE DAWN, RESCUE PARTY MEMBERS DISCUSS VARIOUS WAYS OF REACHING THE STRANDED BOY. DEPUTY SHERIFF ANDERSON IS STANDING AT THE REAR



DEPUTY DESCENDS (*top arrow*) to ledge and prepares to toss rope to boy (*lower arrow*) on ledge 25 feet below.



BOY CATCHES ROPE (*lower arrow*) and deputy gets set to haul him up to the second ledge of rock (*top arrow*).



BOY ASCENDS and joins deputy (*arrow*). As deputy leads way up the last section of cliff, he falls (*opposite*).

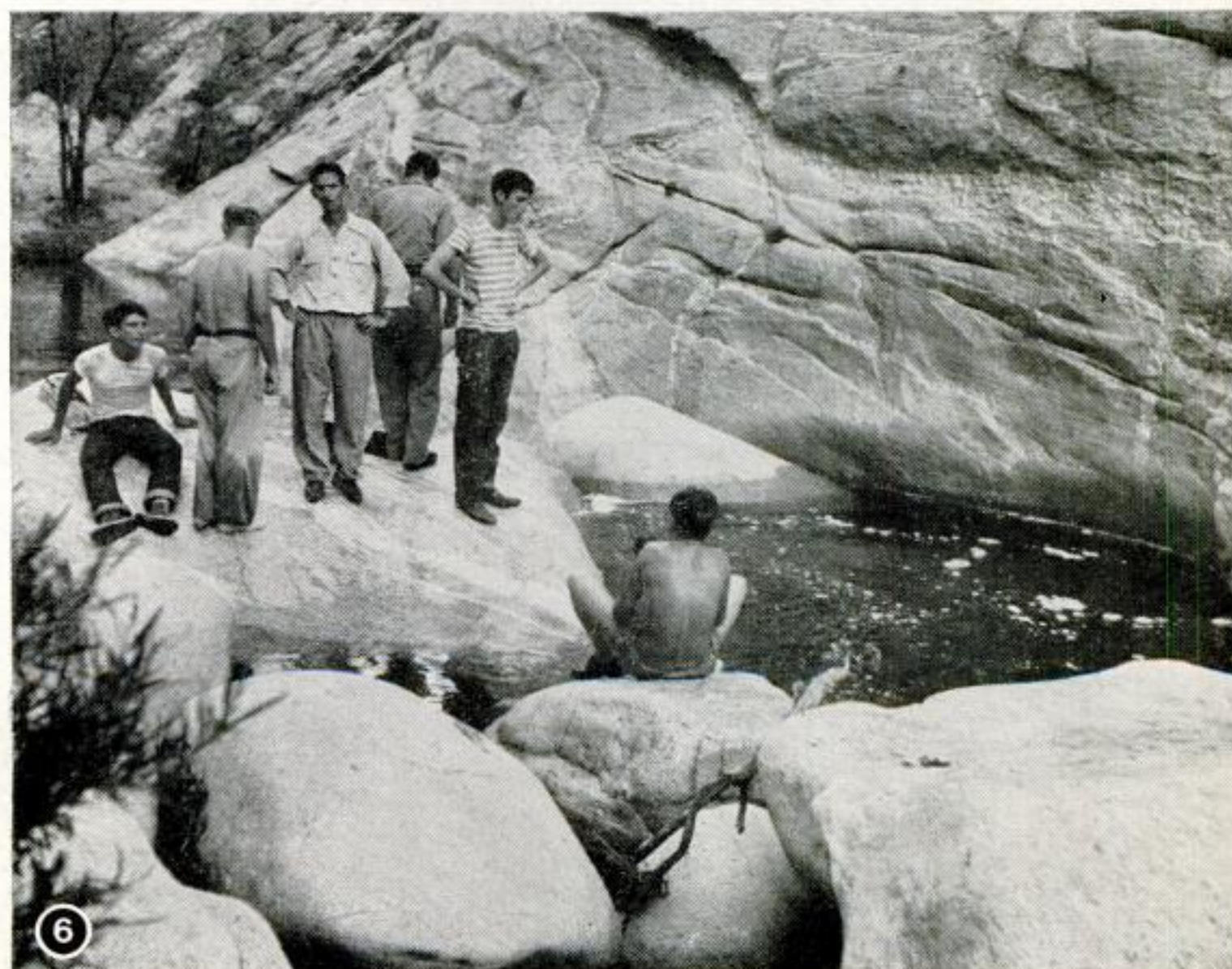


HIS ARMS OUTFLUNG, DEPUTY SHERIFF ANDERSON FALLS TO HIS DEATH DOWN SHEER CLIFF THAT LOOKS GRADUAL ONLY BECAUSE PICTURE WAS MADE FROM BELOW

THE DEATH OF A RESCUER

Arizona deputy saves a boy's life but loses own

One day last week an Arizona deputy sheriff named John D. Anderson was called to help rescue a 15-year-old amateur mountain climber trapped on a ledge in Upper Sabino Canyon near Tucson. Although young Deputy Anderson had lost one leg in childhood, he was a veteran climber. The rescue party (*upper left*) found the boy, Guy Rockefeller Jr., huddled on a tiny shelf of rock 500 feet above the canyon floor and 50 feet below the steep cliff's top. He had been there all night. Deputy Anderson volunteered to crawl down the precipice with a rope. In the canyon below, Photographer Sam Levitz of the *Arizona Daily Star* aimed his camera. Anderson reached a ledge 25 feet above the stranded youth and tossed down the rope. The boy tied it around his middle and was hauled up to the deputy's ledge (*left*). Anderson began crawling back toward the top, clinging to the rope with one hand. Halfway up the rope slipped into a crevice and Anderson lost his hold (*above*). Then young Rockefeller and the photographer watched in horror as Anderson bounced from one outcropping to another and finally plunged into a pool at the bottom (*right*). Not until they had hauled young Rockefeller over the bulging cliff top did other members of the party learn of the accident. Deputy Anderson had died without uttering a sound.



RESCUERS AND RESCUED gather around the pool which swallowed Deputy Anderson's body. The trapped boy, Guy Rockefeller Jr., is at left. His father faces camera.

MRS. PARADINE IS ON TRIAL FOR HER LIFE!



LOUIS JOURDAN HOPES SHE DIES!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

THE PARADINE CASE

starring GREGORY PECK • ANN TODD • CHARLES LAUGHTON
CHARLES COBURN • ETHEL BARRYMORE • LOUIS JOURDAN • and VALLI



HOOVER GREET'S FRIENDS AT TWO-ROOM HOUSE WHERE HE WAS BORN

HOOVER MAKES A BIRTHDAY SPEECH

Aug. 10 was a warm, muggy Iowa day and some 20,000 people had come to the little town of West Branch to see its famous native return to his birthplace. To honor Herbert Clark Hoover on his 74th birthday, they gave him a huge dinner, a big white cake, countless presents. Then the former President got up and made a speech. He said in part:

America means far more than a continent bounded by two oceans. . . . It means more than vast expanse of farms, of great factories or mines. . . .

Maybe the intangible we cannot describe lies in the personal experience and the living of each of us rather than in phrases, however inspiring.

. . . I have seen the squalor of Asia, the frozen class barriers of Europe. . . . And outstanding everywhere to these great masses of people there was a hallowed word—"America."

. . . At the time our ancestors were proclaiming that the Creator had endowed all mankind with rights of freedom as the child of God, with a free will, there was being proclaimed by Hegel and later by Karl Marx a satanic philosophy of agnosticism and that the rights of man came from the state. The greatness of America today comes from one philosophy, the despair of Europe from the other.

There are today fuzzy-minded people in our country who would compromise these fundamental concepts. They scoff at these tested qualities in men. . . . They explain that these qualities were good while there was a continent to conquer and a nation to build. They say that time has passed.

No doubt the land frontier has passed. But the frontiers of science are barely opening. This new land with all its high promise cannot and will not be conquered except by men inspired from the concepts of free spirit.

It is those moral and spiritual qualities in free men which fulfill the meaning of the word American. And with them will come centuries of further greatness to our country.

MRS. UPPERCRUST
Delicious, my dear!
You've discovered my
pet spread for
cold cuts!

MRS. NEWLY-WED
I'm so glad!
It's Tom's
favorite, too!




EXCITING MUSTARD DISCOVERY~ Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a tantalizing dash of horseradish—blended with all the skill and finesse you'd expect of Best Foods! Whenever the recipe calls for mustard, you'll do better with Best Foods Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE





We're
tobacco men...
not medicine men
OLD GOLD
cures just one thing:

the World's Best Tobacco

Said the groom to his bride, "Darling, Please—



When you bake
macaroni and cheese



Mix in plenty of *Hunt's*—



For it's one of the stunts



That will win you
a kiss and a squeeze"



Macaroni Loaf — Hunt Style

1 8-oz. package macaroni broken into pieces, or elbow macaroni
6 tbsp. fat 6 tbsp. flour
2 cans Hunt's Tomato Sauce
½ cup water
1 tsp. Worcestershire Sauce
¼ tsp. pepper 1 tsp. salt
½ lb. American cheese, grated
1 green pepper, sliced

Cook macaroni according to directions on package. Drain and set aside. Melt fat, blend in flour, Hunt's Tomato Sauce, water, and seasonings. Cook stirring constantly until thickened. Add cheese. Blend well. Mix with macaroni. Arrange pepper rings in bottom of well greased loaf pan (10 x 6 x 3 in.) and pour in mixture. Place in pan of hot water and bake in moderate oven (375° E) 45 minutes or until set. Let stand about 5 minutes before removing from pan. Loosen from sides of pan and turn out on platter. Makes 4 to 5 servings.

WHETHER you're a bride of 18 or 80—serve this hearty, flavory dish to *your* man!

It's a perfect example of how your low-cost recipes gain exciting new interest with Hunt's Tomato Sauce.

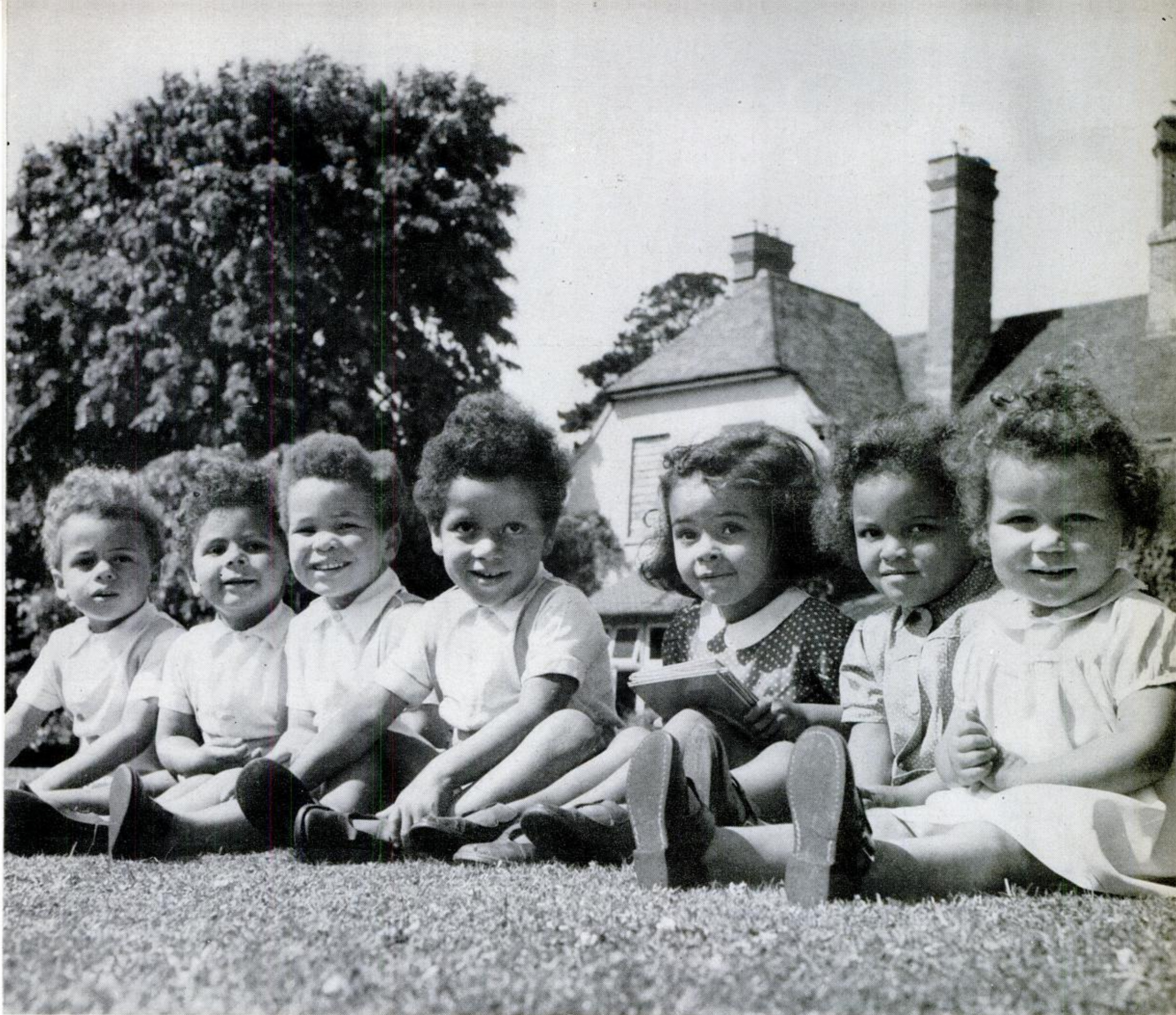
Hunt's is so rich and good. It's *all* tomato—already *kettle-simmered* for you. Use it in your stews, soups, spaghetti, meat loaf, rice, eggs, vegetables, gravies.

Get several cans right away! *Hunt's Tomato Sauce costs only a few cents a can.*



Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products
Hunt Foods, Inc., Los Angeles, California



ON THE LAWN AT SOMERSET'S HOLNICOTE HOUSE, SEVEN CHILDREN OF U.S. NEGRO SOLDIERS AND WHITE ENGLISH MOTHERS BEAM AT THE PHOTOGRAPHER

THE BABIES THEY LEFT BEHIND THEM

From London to Tokyo the problem of illegitimate children abandoned by our GIs is still to be solved

The seven half-Negro children in the picture above were conceived in war and orphaned by peace. They are the illegitimate children of colored American troops and white English mothers—seven of 552 born of such unions during the war. Their fathers have returned to the U.S. Their mothers have given them up, in most cases reluctantly, because of ostracism by village neighbors.

These seven are among 20 such "orphans" who share Holnicote House in Somerset with 20 other homeless children born to white parents. With no consciousness of being "different" they are happy and healthy. At Holnicote they feed the ducks, hunt for tadpoles and play in the woods. Some are learning to ride tricycles.

But their present security is only temporary. They are wards of the Somerset County Council, and indirectly of the British Home Office, which has tried without success to establish parental re-

sponsibility. Since this has failed, British authorities are now considering offers of adoption received from U.S. Negro families.

Although it is the more dramatic, the dilemma of the half-Negro children is only a small part of a worldwide problem of illegitimacy. In Britain alone, 22,000 children were born out of wedlock to white U.S. soldiers. There have been no surveys in France, Italy and many other countries, but it is estimated that U.S. forces have been responsible for 30,000 to 50,000 illegitimate births in Germany; for 1,000 to 4,000 in Japan; and for 2,000 to 4,000 in the Philippines.

In nearly all cases duty or death called the father elsewhere, leaving the mother to face disgrace and economic hardship. Uncle Sam has shown virtually no interest in her problems. Marriage has been made difficult for troops everywhere. In Japan, with permission of the Army, a U.S. soldier

may marry an enemy national but, as one discouraged GI wrote home, "only under unusual circumstances, and pregnancy is not considered unusual." A few soldiers provided allotments while they remained in the service, but the Army itself assumed no obligation. Nor will the Army consider romantic damage claims although it has paid out \$9 million for broken palm trees, soil damage and even miscarriages among English sheep unnerved by American artillery fire.

Efforts made in behalf of young half-Americans have come entirely from private and voluntary agencies such as Britain's hard-pressed Family Welfare Association and the World Children's Foundation in the U.S. But until some official U.S. agency recognizes the validity of the problem, Japanese mothers will continue to seek a solution in abortion or infanticide, and more and more little European-Americans will become public wards.

KINSEY

That Noble,
Noble Flavor!



Unexcelled because it's unhurried*

... blended with 56 years of experience and skill. Today . . . try Kinsey Gold, so rich and full-bodied . . . or Kinsey Silver, so light and mellow . . . and see for yourself how really smooth and delicious fine whiskey can be.

*Both 86.8 proof. The straight whiskies in both these products are 5 years or more old. Kinsey Gold: 35% straight whiskey, 65% choice grain neutral spirits. Kinsey Silver: 27½% straight whiskey, 72½% choice grain neutral spirits.

CONTINUED



ORPHANS START NEW LIFE

The two smiling girls above are Marcella and Dahlia, two Italian war orphans whose parents were murdered by the Germans. The girls are perched on a railing above the Pestalozzi village at Trogen, Switzerland—a village populated by orphans from seven European coun-



GREEK GIRLS GET PAJAMAS

War in Greece is still an immediate danger to the happiness and even the survival of thousands of children. Recently, after months of siege and countersiege, the Greek authorities decided to evacuate some children in the northern battle areas to the island of Rhodes. The children



AT PESTALOZZI VILLAGE

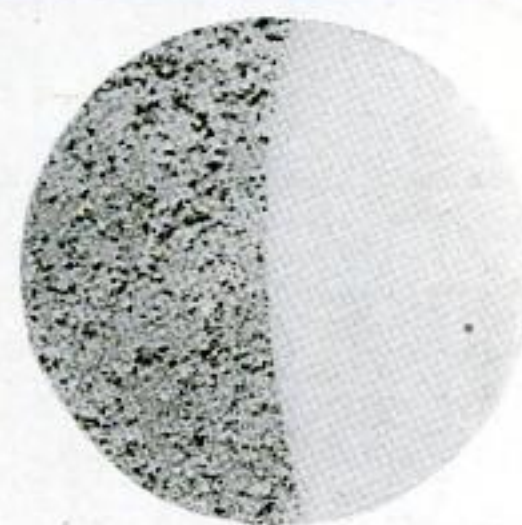
tries. Named for Johann Heinrich Pestalozzi, the Swiss educational reformer and supported by Swiss citizens, the village is designed to give child war victims a new start. It is growing, and in its happy atmosphere the nightmare memories of nearly 150 children are being erased.



ON THE ISLAND OF RHODES

above were carried to the island by an LST, a voyage of two days and three nights. On their arrival, before going to the former Italian barracks which will be their new home, the children were given haircuts and a clothing issue. But the only clothing available that day was pajamas.

Exclusive DuPont formula makes car polishing quick and easy!



A small section of the surface of an average car magnified 20 times. The left side is shown still covered with Traffic Film. The right side has been cleaned with Du Pont NO. 7 POLISH.

DU PONT NO. 7 POLISH

CONTAINS "STROKE SAVING"
METHYL CELLULOSE

No need to spend hours polishing your car. You can do the job easily and quickly with NO. 7 POLISH, made by a patented, exclusive Du Pont formula. It cleans away dull Traffic Film quickly, and restores the original color and lustre. NO. 7 POLISH gives a dry, brilliant shine—it's the easy way to keep your car beautiful!



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Attention... NEW CAR OWNERS! Here's a wax-polish made especially for new cars—and others whose finish is in first-class condition. It cleans and wax-polishes in one easy operation. Gives a brilliant lustre. Keeps cars looking new.

DU PONT SPEEDY WAX



- 1.** T-Square Tom, the architect, was on a short vacation;
He wanted peace and quiet, and some friendly relaxation.
"I'm tired out and without doubt it's here I'll find a rest;
At Statler's Hotel William Penn, I really *am* a guest!"



- 2.** He got a spacious Statler room with sunlight streaming in,
With comfy chair and radio . . . his frown was soon a grin.
At last he said: "I'll try the bed, my joints are all a-jangle,
Eight hundred built-in springs and more will ease each aching angle."



- 3.** All rested from a good night's sleep, Tom had his morning scrub.
"Oh, wondrous is the water hot that fills my Statler tub—
What's more," he cried, "I'm well supplied with soap and snowy towels;
My blues are gone, I'm feeling great, excuse my happy howls!"



- 4.** At breakfast T-Square Thomas polished off enough for two.
The Statler food was so darn good he hated to get through.
"With meals ahead like this," he said, "I surely won't get thinner,
So I'll go now—but I'll be back for luncheon and for dinner!"



- 5.** "The William Penn's the place to stay," grinned Tom, "and one thing more,
The business district, shops, and shows are close to its front door.
I've got to fly, but I will cry to everyone I see—
In Pittsburgh, Hotel William Penn will suit you to a 'T'!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Now you can make your reservations by teletype! Complete teletype service is now in operation at every Statler Hotel. For *immediate* replies, without uncertainty, use the teletype service near you.



SIMPLE COATS of plain felt, relieved only by brass buttons and leopard plush lining, go with any sort of dress. By Collegaset, they cost about \$50.

College Fashions

Bold and bright, they appear off the campus as much as on

Each year at this time, well ahead of the top couturières' fall showings, American designers present new lines of clothes commonly referred to as college fashions. Actually they do not particularly pertain to the campus but are a special kind of apparel for a special kind of woman—the American in her late teens or early '20s, on campus or off. Like her they are forthright, unpretentious and athletic, and nonimitative of foreign styles. This year they include such disparate items as masculine flannel night-shirts by Schrank and somewhat daring evening dresses from Ceil Chapman and Cole (*next pages*). As usual these clothes will undoubtedly win more admiration from foreign designers for their simple, original styling than the more famed U.S. mass-production copies of Parisian styles.

CONTINUED ON NEXT PAGE



***Bright, cotton-flannel nightshirts reach to
the calf, are fine for lounging, cost \$4.98***



*Daring, bare-backed velvet evening dresses
are worn with prim, opera-length kid gloves*



LITTLE RED HAT is copied from a schoolboy's cap but the soft velveteen and under-chin ties retain femininity. From John Frederics Jr., it costs about \$10.

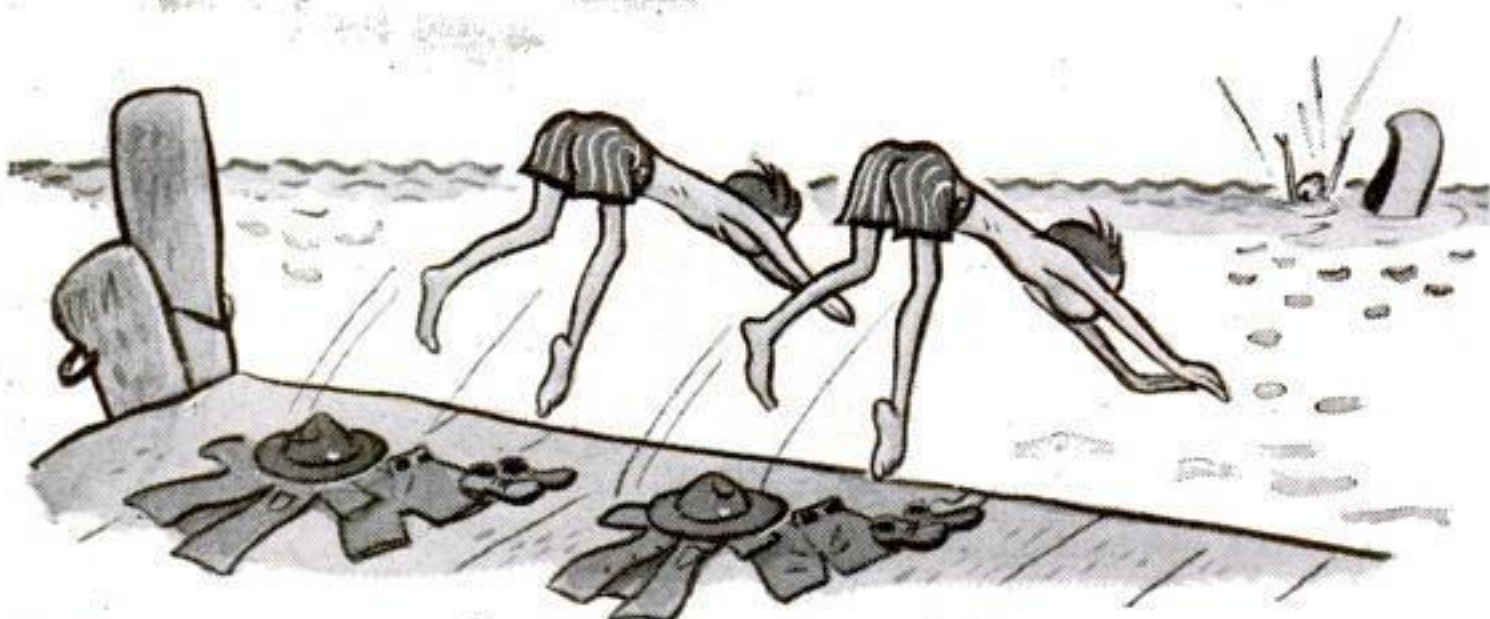


**Newest street-wear fashion by Ciro is plush printed
to look like ocelot fur and worn with black wool**

Just like GENUINE FORD PARTS...



They **LOOK** alike...

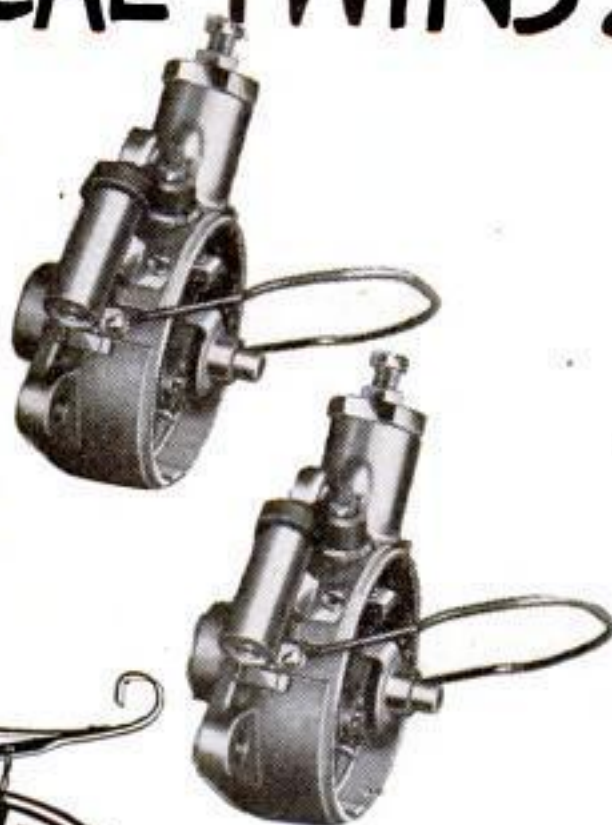


They **ARE** alike.

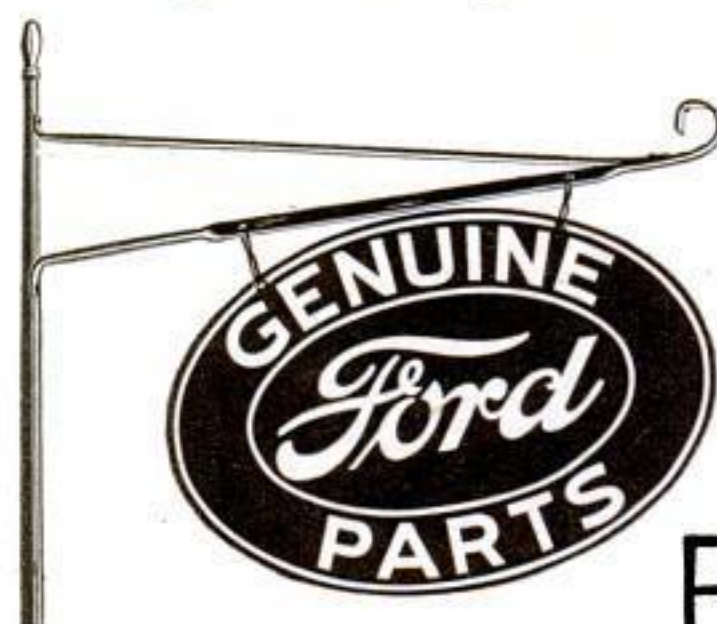


They're **IDENTICAL TWINS!**

You get an identical twin to the part built into your Ford at the factory when it's a Genuine Ford Part. That's because it's designed by men who designed your Ford. Genuine Ford Parts are made right to fit right and last longer . . . to stretch your car's life. You'll save time and money if you look for the Genuine Ford Parts sign at all Ford Dealers and selected Independent Garages.



Look
for this
Sign



RIGHT
FOR FORDS



EARL CARROLL WAS PERENNIAL BEAUTY CONTEST JUDGE

ANOTHER LOVED ONE

Floral chorines at Earl Carroll's bier recall the funerals satirized by Waugh in new novel

On June 28 Earl Carroll, who regarded himself as a world authority on pretty girls and who had died in an airplane crash a few days earlier, was given a funeral that was entirely in keeping with his own taste. Carroll's taste had been responsible for a series of gaudy girl shows called *Earl Carroll's Vanities* which had titillated Broadway during the speakeasy era. Carroll's taste had involved him in a front-page scandal of the 1920s when one of his showgirls was caught nude taking a champagne bath at a party. Carroll's taste produced a \$5,000,000 chromium-trimmed Broadway theater which opened in 1931 and was torn down nine years later when the New York public began to yawn at ornate leg shows. Carroll's taste finally found its full expression in Hollywood where he created a big noisy nightclub in which platoons of half-dressed showgirls continuously stalked around and, innocently enough, ogled the awed customers.

The scene of Carroll's funeral, presided over by the rose-covered mannequins opposite, was Los Angeles' famous Forest Lawn cemetery. This is the burial ground which Evelyn Waugh described for *LIFE* (Sept. 29, 1947) in his article *Death in Hollywood* and which later became the subject of his best-selling novel, *The Loved One*. In as brutal a satire as has been written in modern times, Waugh excoriates the fatuousness, combined with cold commercialism, which produced this 300-acre graveyard where no mention of death is allowed and the deceased is unctuously referred to as "the Loved One." Earl Carroll, another loved one, would have thought his funeral a wonderful production.



CEMETERY WHERE CARROLL WAS BURIED IS ALWAYS WELL ADVERTISED



HOLLYWOOD'S TASTE IN FLORAL TRIBUTE was displayed at Showman Earl Carroll's funeral in Forest Lawn cemetery. Carroll's chorus girls sent two life-size

floral chorines (12,500 assorted blooms) and a floral portrait bearing the celebrated Carroll trademark "Through these portals pass the most beautiful girls in the world."



Come over on the
Sunny Brook
side!



Enjoy the whiskey that's
"CHEERFUL AS ITS NAME"

Here's a serve that always scores: OLD
SUNNY BROOK—an ace every time!



You'll go for this championship Kentucky
flavor—tasty, rich, velvety-smooth.
Mellow and mighty refreshing, isn't it?



I'll say! This is top-ranking drink-
ing pleasure. I'm won over to "the
Sunny Brook side"!



**KENTUCKY
WHISKEY—
A BLEND**



LOOK FOR
THIS WATCHMAN
ON EVERY BOTTLE

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y. • 93 PROOF • 65% GRAIN NEUTRAL SPIRITS



BUCKY, AN AFFECTIONATE 15-MONTH-OLD BLACK-TAILED DEER, SNUGGLES UP TO LICK FRIEND JONE PEDERSEN DURING AN OUTING ON BEACH NEAR HIS HOME

BUCKY THE DEER

House pet on California ranch
likes best to play with people

When Bucky, a black-tailed deer, was just one day old Ira Switzer, the foreman of a ranch near Stinson Beach, Calif., found him in a nearby pasture and brought him home to his wife for a pet. At first when Bucky was hungry, Mrs. Switzer held him on her lap and fed him from a bottle. Then when Bucky began to get restless, Mr. Switzer put a leash on him until he grew accustomed to his new home. Now he wanders all over the ranch, eat-

ing Mrs. Switzer's flowers, cigaret butts from her ashtrays and regular meals from her table or from the dishes belonging to her dogs and cats. Sometimes he trots out into the trees to visit with the wild deer, but he always gallops back when he hears Mrs. Switzer whistle. But best of all Bucky likes to romp on the beach with 17-year-old Jone Pedersen, an old friend of the Switzers, who drives out to their ranch from Santa Rosa to play with him.



Final touch for romance... the heavenly poise you get from beautifully styled shoes... knowing your looks are a joy to the man you love. Have the new Louis heel in a dancing slipper, an ankle climber, a blissful pump—all with the Paradise fit you cherish.



Most styles \$12.95 and \$14.95
At finer stores everywhere or write
for the name of your nearest dealer.
Brauer Bros. Shoe Co., St. Louis, Mo.

Bucky the Deer CONTINUED



BUCKY WEARS RED HAT DURING HUNTING SEASON SO HE WON'T BE SHOT



HE HAS BECOME FAST FRIENDS WITH RANCH PETS, SHARES THEIR FOOD



BUCKY DELIGHTS CHILDREN BY GOING TO TOWN WITH OWNER (SEATED)

Milliken *moves with fashion*

The swirl of your skirt, the turn of your waist, the ease of your sleeve—the fluid grace of the fashions you make for yourself is a matter of fine fabric. MILLIKEN woolens and worsteds (100% virgin wool) have the quality, color and pliancy that move with your wardrobe. Finish your fashions with MILLIKEN fine rayon linings dyed to harmonize or match. Ask for MILLIKEN by the yard in the fabrics you sew.

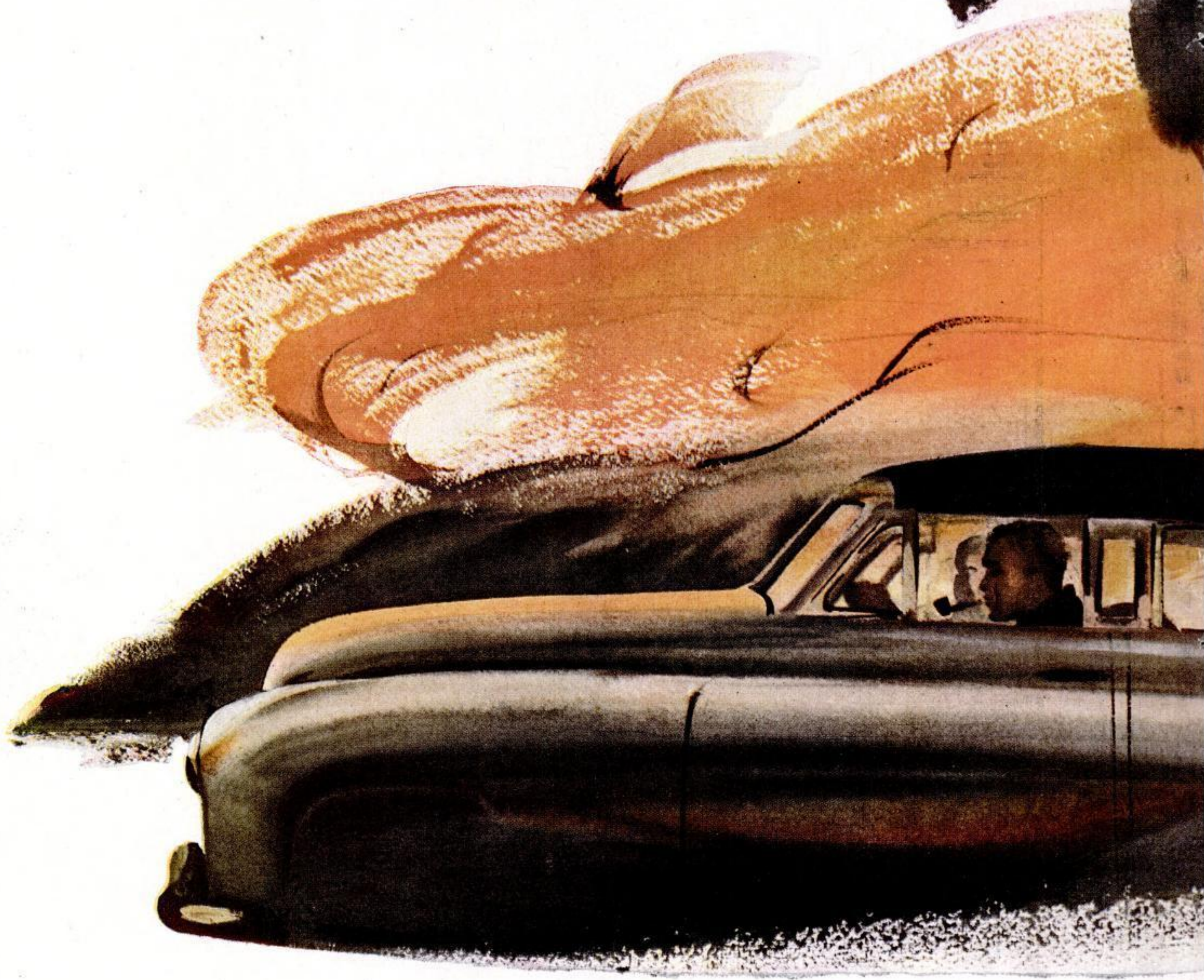
MILLIKEN Fabrics, 450 Seventh Avenue, New York 1



(SUIT) MILLIKEN MONOTONE TWEED JACKET AND WORSTED SUITING SKIRT—SIMPLICITY PATTERN 2574

(COAT) MILLIKEN COVERT—SIMPLICITY PATTERN 2576
(DRESS) MILLIKEN DRESS CREPE—SIMPLICITY PATTERN 2591

*America's most-copied cars
again lead the way!*



KAISER-FRAZER

VALUE PROVED — TO A QUARTER-MILLION PROUD OWNERS...



PLANS AHEAD ...

ask your Dealer NOW!

ROAD PROVED — IN TWO BILLION MILES OF OWNER DRIVING

Doctors Prove the Palmolive Plan brings 2 out of 3 women *Lovelier Skin in 14 days!*

Regardless of age . . .

Regardless of type of skin . . .

Regardless of beauty care
used before!



**Smoother,
Younger looking!**

"Skin less coarse-looking in just 14 days!" says Mary Norrie of Oklahoma City. Almost two-thirds of the women tested won smoother complexions. Reason enough to start the Palmolive Plan tonight!



**20
years old**

**Fresher,
Brighter Color!**

"Skin brighter, actually less sallow!" says Margaret Morrison of New Orleans. The 36 examining doctors found that even tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the Palmolive Plan.



**47
years old**

Less Oily—Clearer!

"My skin became less oily!" Mrs. Charles Freeman of San Francisco, reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. The 14-Day Palmolive Plan brought actual definite gains to 89% of the women tested who had oily skin.

YOU, TOO, may look for such

skin improvements in only 14 Days!

Remember...36 doctors, leading skin specialists, tested the Palmolive Plan on 1285 women of all ages from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what skin care they had used before. Start your Palmolive Plan tonight!



For Tub or Shower, Get the New, Big, Thrifty Bath Size Palmolive!



*Here's the Plan
Doctors proved!*

- 1 Wash your face with Palmolive Soap!
- 2 Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!
- 3 Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect!

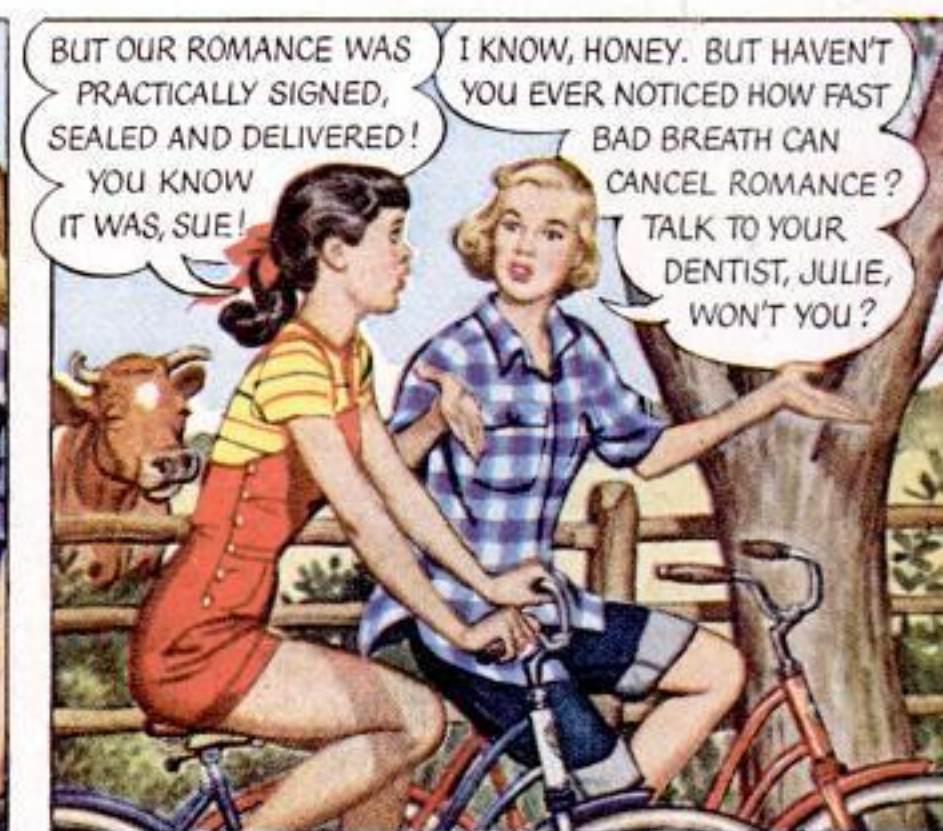
**DOCTORS PROVE
PALMOLIVE'S BEAUTY RESULTS!**

And He Said He'd Write Every Day!



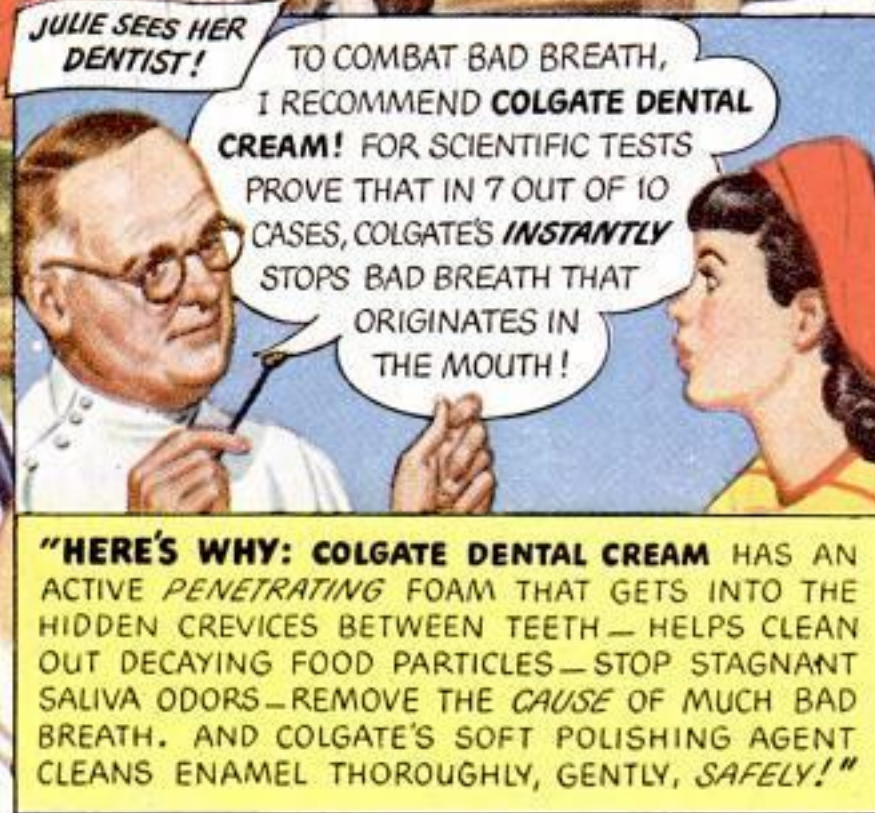
NOT ONE LINE FROM BOB IN TWO WHOLE WEEKS! DO YOU THINK MY MAIL COULD HAVE GONE ASTRAY, SUE?

JULIE, I'M AFRAID IT'S YOUR M-A-L-E WHO'S GONE ASTRAY!



BUT OUR ROMANCE WAS PRACTICALLY SIGNED, SEALED AND DELIVERED! YOU KNOW IT WAS, SUE!

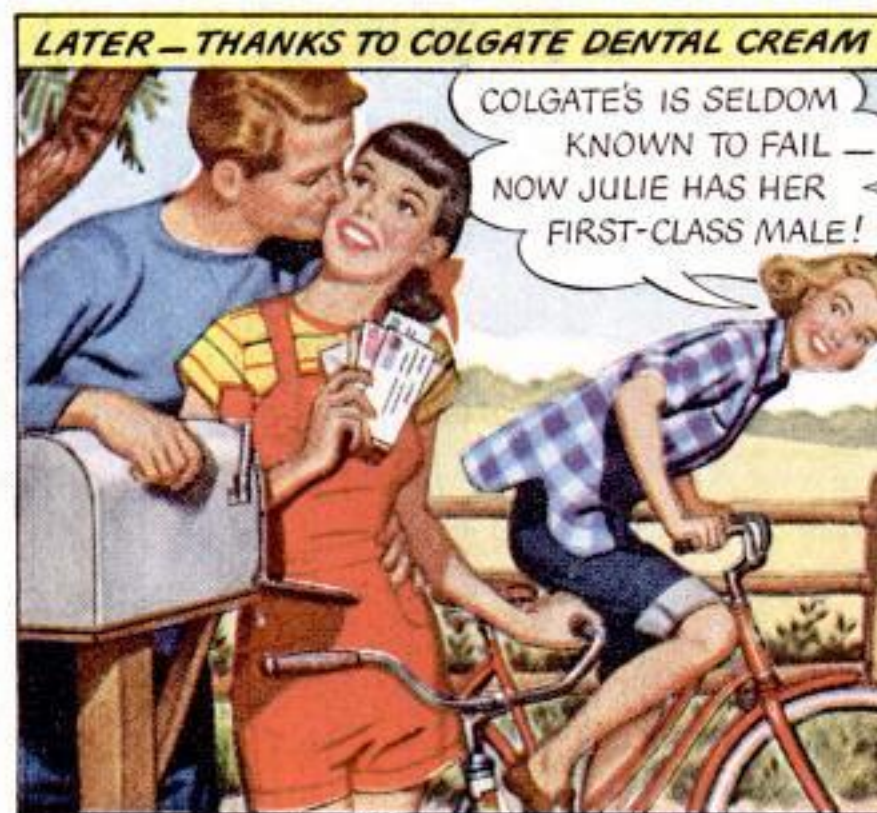
I KNOW, HONEY. BUT HAVEN'T YOU EVER NOTICED HOW FAST BAD BREATH CAN CANCEL ROMANCE? TALK TO YOUR DENTIST, JULIE, WON'T YOU?



JULIE SEES HER DENTIST!

TO COMBAT BAD BREATH, I RECOMMEND COLGATE DENTAL CREAM! FOR SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!

"HERE'S WHY: COLGATE DENTAL CREAM HAS AN ACTIVE PENETRATING FOAM THAT GETS INTO THE HIDDEN CREVICES BETWEEN TEETH—HELPS CLEAN OUT DECAYING FOOD PARTICLES—STOP STAGNANT SALIVA ODORS—REMOVE THE CAUSE OF MUCH BAD BREATH. AND COLGATE'S SOFT POLISHING AGENT CLEANS ENAMEL THOROUGHLY, GENTLY, SAFELY!"



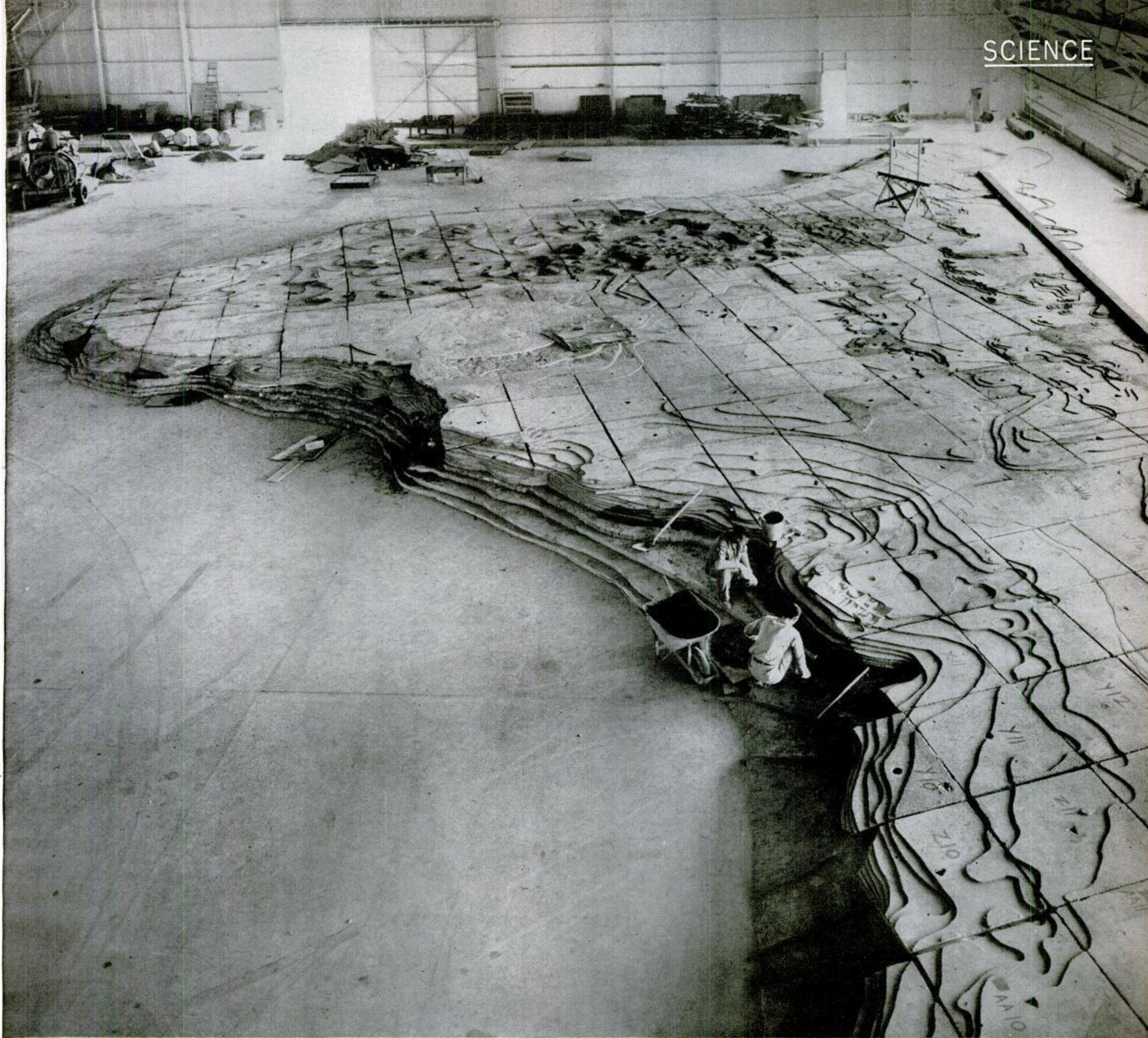
LATER—THANKS TO COLGATE DENTAL CREAM

COLGATE'S IS SELDOM KNOWN TO FAIL—NOW JULIE HAS HER FIRST-CLASS MALE!

*It cleans
your breath while
it cleans your
teeth!*



Always use
COLGATE DENTAL CREAM
after you eat
and before every date!



GUAM MODEL gets finishing touches as workmen fill in the spaces between concrete blocks which were individually cast in plywood molds. Most of the model,

including the harbor itself (the rough section at top center), represents submerged areas. Bare floor at lower left represents deep water 550 feet or more below sea level.

TYPHOON LABORATORY

Navy designs a stormproof harbor for Guam inside a California hangar

Resting on the floor of an airplane hangar at Azusa, Calif. is a huge, oddly patterned slab of concrete which is a replica of the main harbor on the island of Guam. The model, built by hydraulic engineers of the California Institute of Technology, represents only the shore-line pattern and underwater configuration of the harbor area at the west end of the island. At regular intervals the floor of the hangar is flooded with water and the model subjected to man-made typhoons produced according to specifications of the U.S. Navy. By studying the battering action of the waves inside the model harbor, the engineers can tell exactly what would happen to real ships in the real Guam harbor under the stress of a real typhoon.

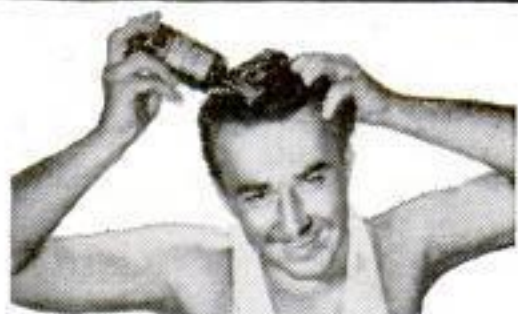
Before the war breakwaters around Navy instal-

lations throughout the Pacific were built on a hit-or-miss basis. But after some heavy shipping losses during the war from typhoons, the Navy decided to try model research. In 1945 the first model-engineered breakwater was built in Guam's outer harbor where it proved its durability by withstanding successfully local storms. Later, in order to study more complicated problems of harbor design, the Navy ordered the construction of an even more elaborate model. The result is shown above. The new model is built accurately to a scale of one inch to 30 feet. The waves, produced by pneumatic wave machines, also are scaled to the same ratio. The cost of the project so far has been \$350,000—an insignificant sum compared with shipping losses sometimes sustained in a single typhoon.



SIMULATED WAVES dash against a "150-foot cliff" as their effect is studied by Cal Tech's Dr. R. T. Knapp.

How to REMOVE DANDRUFF completely



1 APPLY FITCH directly from bottle onto hair and scalp before any water is added. Massage well with fingers, making sure shampoo reaches each part of scalp.



2 ADD WATER gradually, continuing to massage. Remove the cleansing lather. Then continue to add water and massage until no more lather forms.



3 RINSE THOROUGHLY. Fitch Dandruff Remover Shampoo washes out quickly and completely in plain water.



4 AFTER SHAMPOOING, the scalp feels invigorated, the hair is clean and handsome looking, completely free of all dandruff.

FITCH DANDRUFF REMOVER SHAMPOO REMOVES ALL DANDRUFF . . . both the loose, flaky kind other people see, and the invisible, itching kind you feel. It's the ONLY shampoo made with an insurance company guarantee to remove dandruff on the first application. Enjoy attractive hair that's free of all dandruff. Have professional applications, or buy economical Fitch at drug counters.

MEN, get Fitch Ideal Hair Tonic. It loosens up "tight" scalp . . . relieves itching and loose dandruff. Not sticky or greasy. Just a few drops of Fitch Ideal daily insures that well-groomed look.



Fitch DANDRUFF REMOVER
SHAMPOO

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Flexaire*

the BRA...
with highness and roundness
.....separation and LIFT.
All look like nature's GIFT.

Buy a wardrobe of FLEXAIRE BRAS...
You'll look lovelier, more alluring.

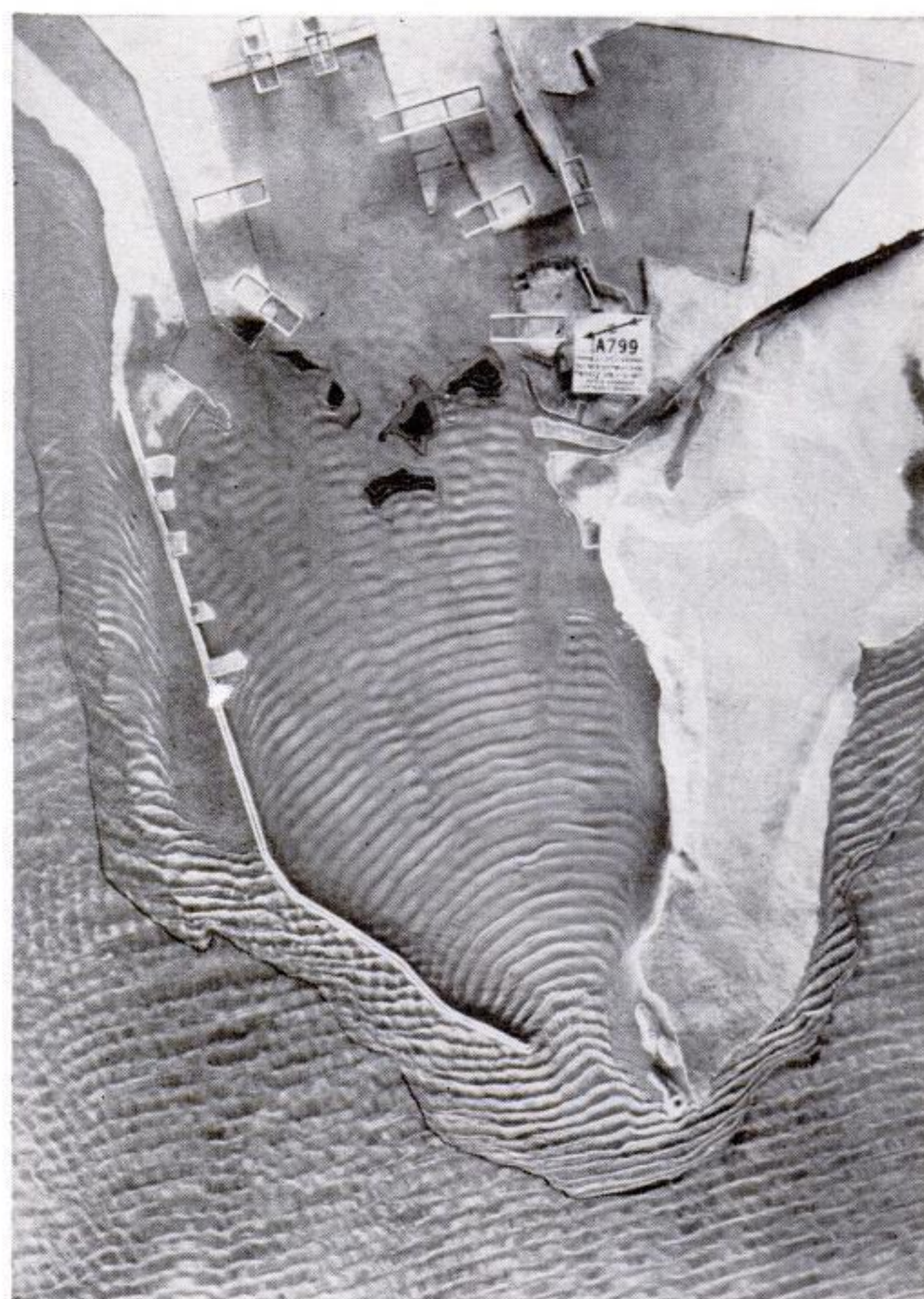


Insist on genuine

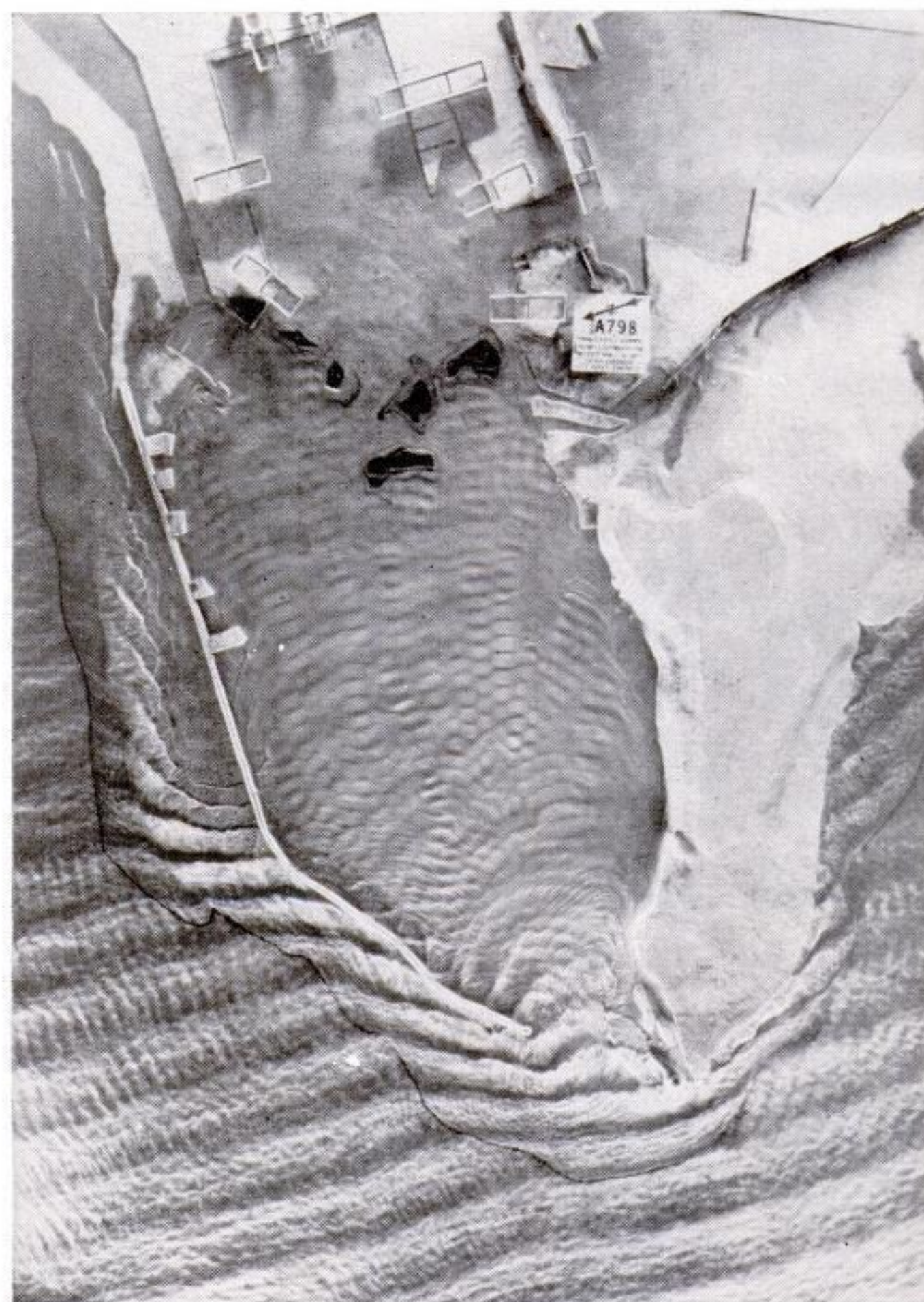
FLEXEES world's loveliest foundations

*Reg. T.M.

Typhoon Laboratory CONTINUED



300-FOOT-LONG WAVES, simulated above by 10-inch ripples, pass around breakwater and into harbor almost to the repair basin (at the top of picture).



1,200-FOOT-LONG WAVES, which normally drive into harbor farther than 300-foot ones, are perceptibly checked by building up underwater reefs.

CONTINUED ON PAGE 63



How it can holler to wake a scholar



WHAT LUNGS! The electric alarm on Little Tel keeps on sounding until you wake up and stop it.



WHAT TIMING! When every minute counts, you can count on electric Little Tel. It can't run fast or slow.

A little electric alarm that'll get 'em awake, and tell 'em the right time . . . it doesn't require any care or feeding either. The famous, self-starting Telechron motor that you never have to wind, oil, or regulate, gives years of service. That's one reason why Telechron clocks are the best-selling electric clocks in the world. Ivory-colored plastic case. Actual size shown . . . or slightly larger, with control-a-tone alarm you can regulate low or loud, and luminous hands and hour markings . . . jumbo size, with bell alarm and luminous hands and numerals. Telechron Inc., Ashland, Mass. A General Electric Affiliate.

Prices on Telechron clocks, including alarms, start at . .

\$4.50
Plus
Tax

Prices and specifications subject to change without notice.

Telechron
REG. U. S. PAT. OFF.
ELECTRIC CLOCKS

Telechron . . . the first and favorite electric clock . . . brings you right time for every room. Choose from smart styles in alarms, occasional, kitchen clocks, and awakening devices . . . at your Telechron dealer's.

Pleasure... Ahoy!



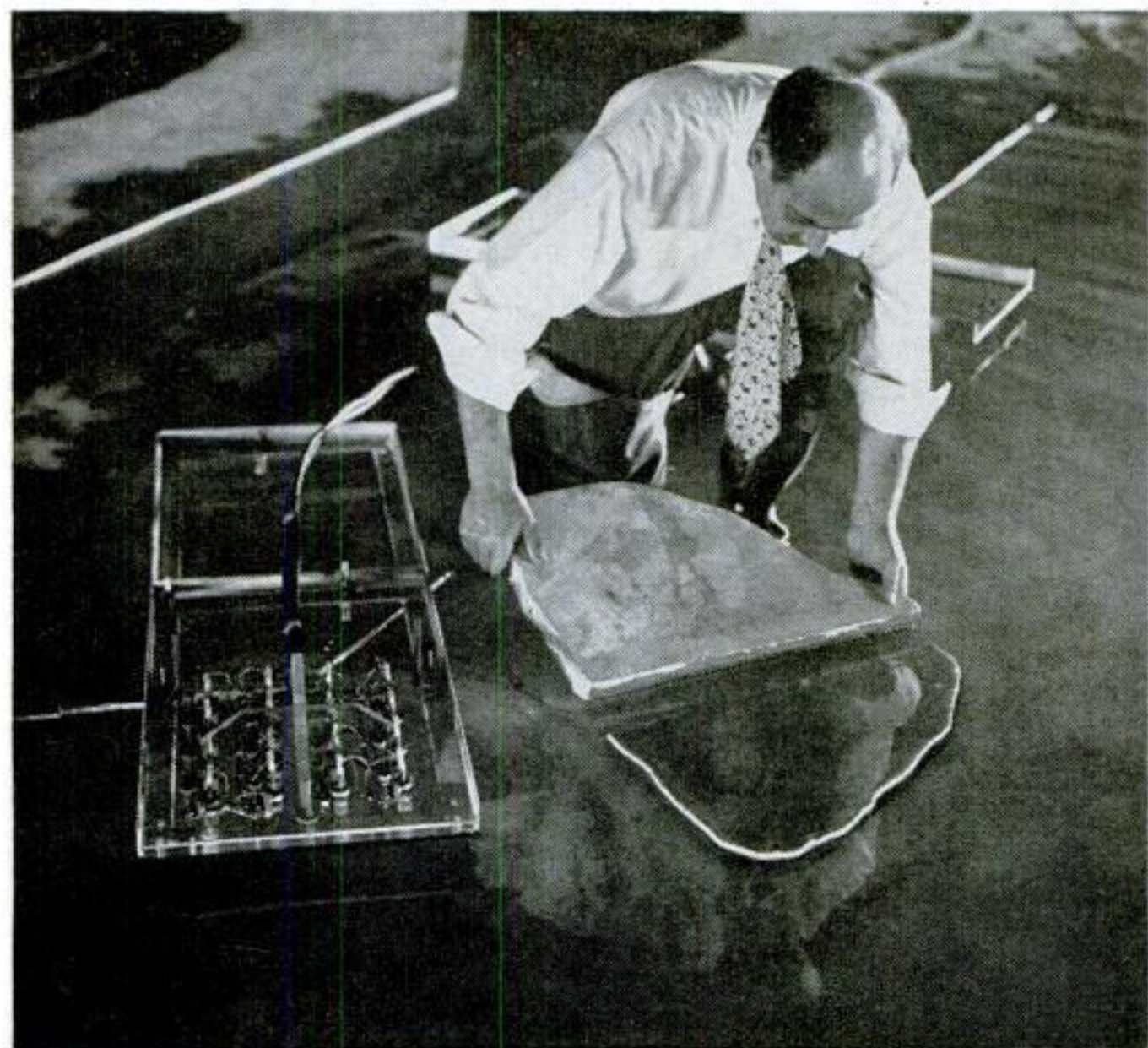
KENTUCKY TAVERN

When the sun's over the yardarm and it's time to shoot the breeze, break out the Kentucky Tavern. World famous, it has been christened "The Aristocrat of Bonds."

Glenmore Distilleries Company, Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

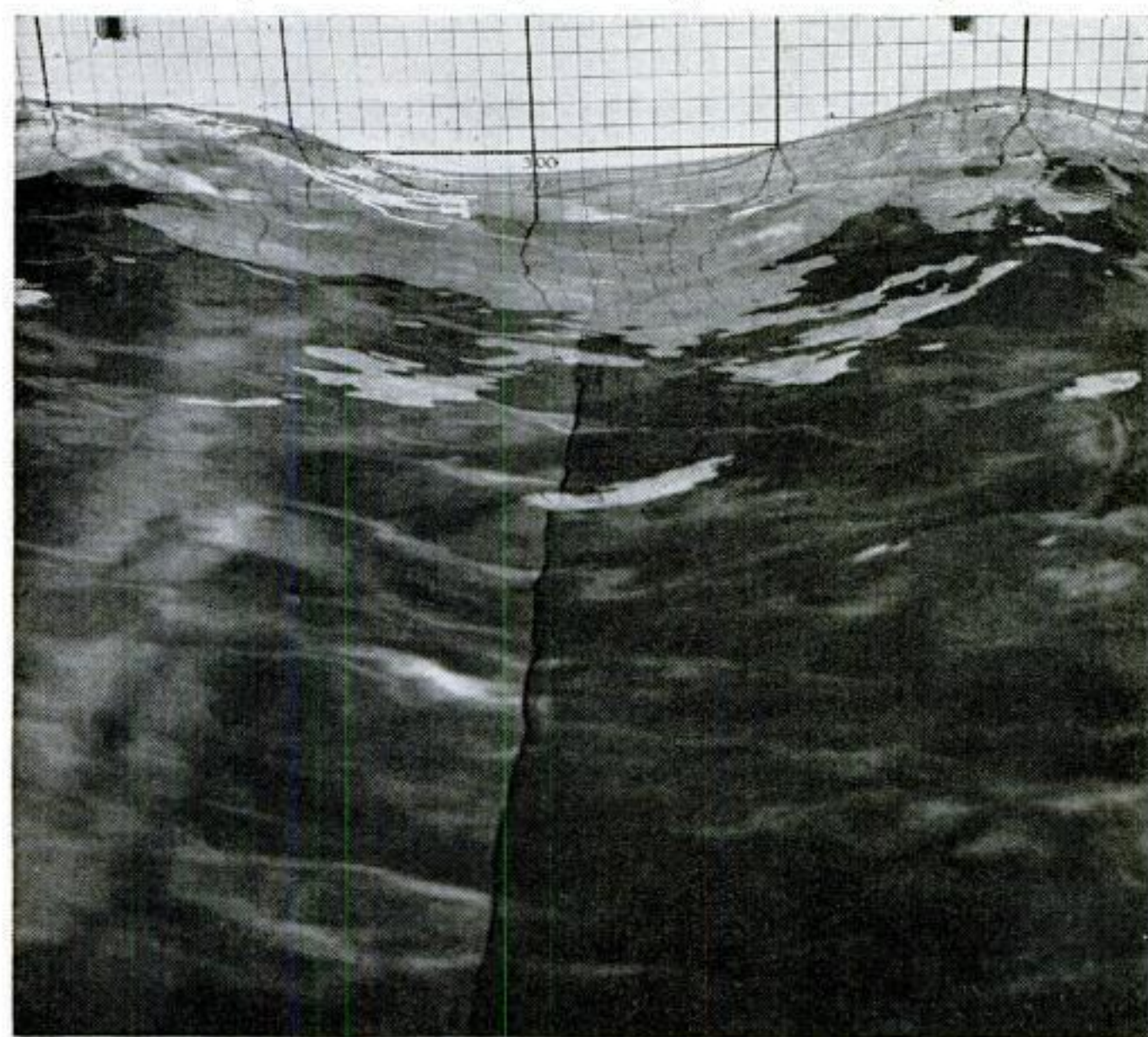
© 1948 G. D. CO.



MODEL OF DRYDOCK is set in place before the wave machine is turned on. At left is an oscillograph which measures relative motion of water in the area.

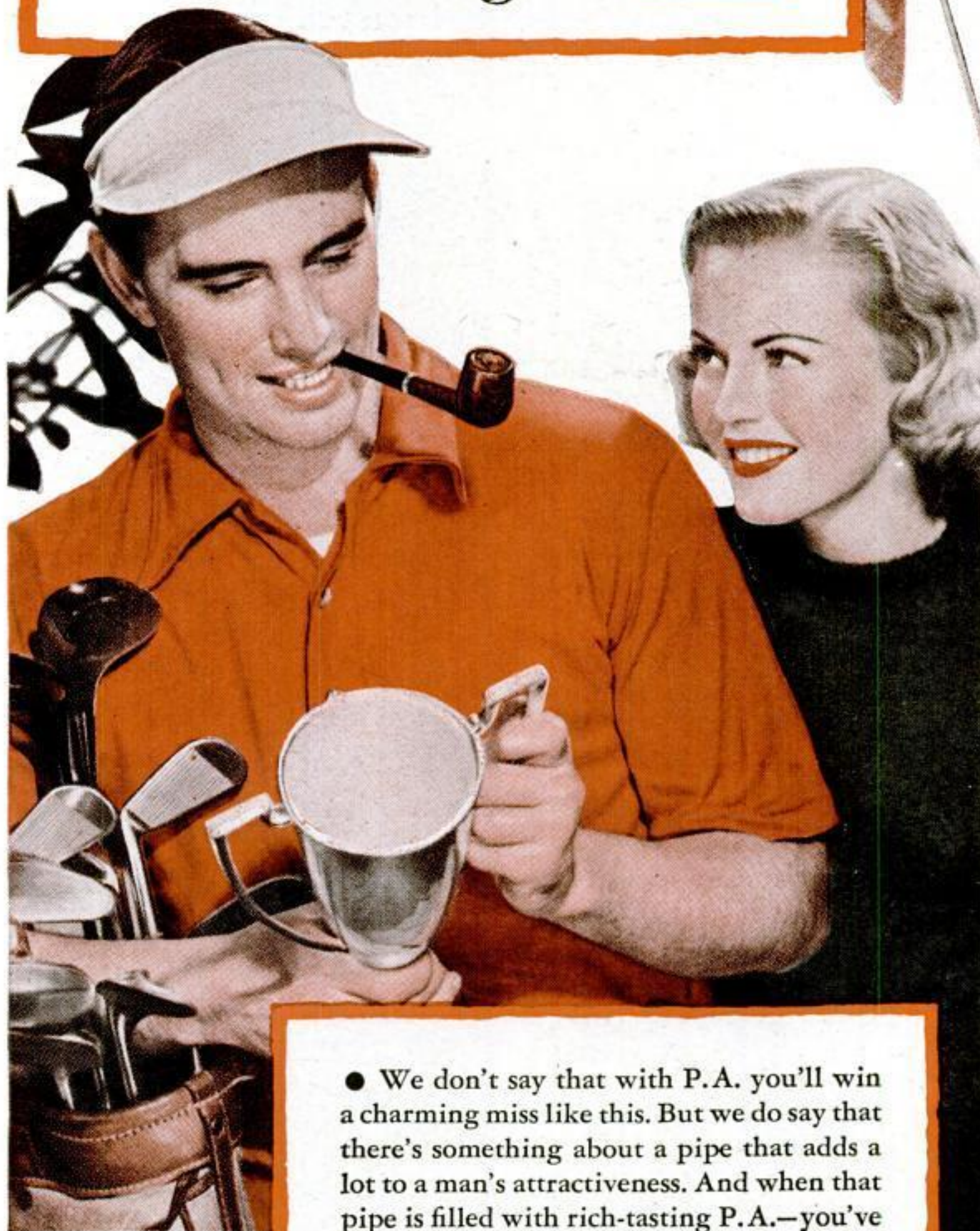


OUTER BREAKWATER enclosing the harbor is examined by engineers. The breakwater, built in sections, can be adjusted to a variety of positions.



WAVES ARE MEASURED from crest to crest by calibrations on side of test basin in hangar. The waves above are equivalent to real ones 300 feet long.

He's the Winner
...he's got **P.A.***



R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

● We don't say that with P.A. you'll win a charming miss like this. But we do say that there's something about a pipe that adds a lot to a man's attractiveness. And when that pipe is filled with rich-tasting P.A.—you've got real smoking joy and comfort.

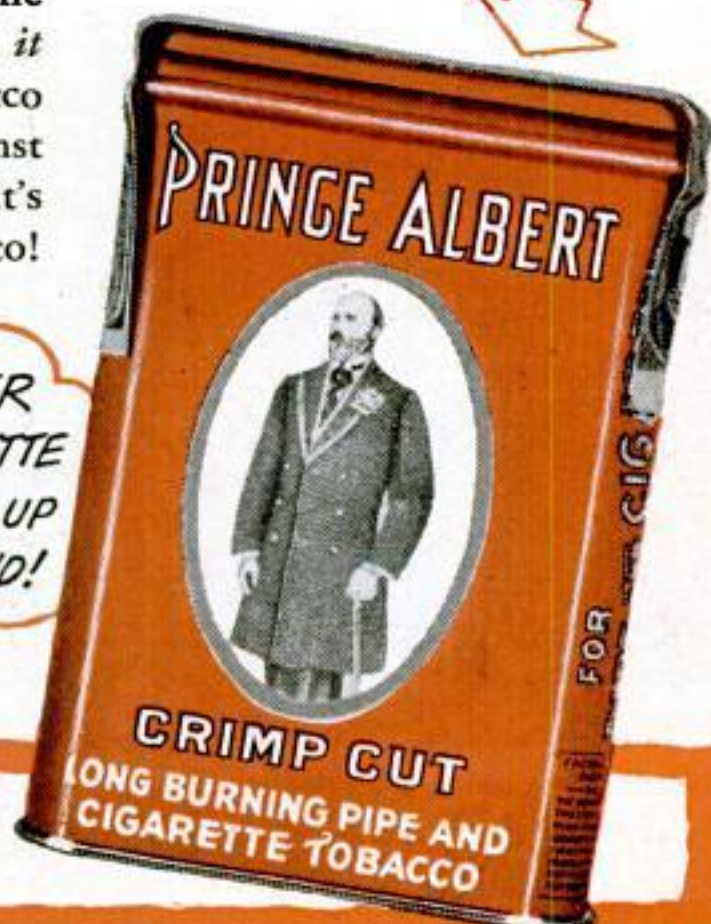
P.A.* means **P**ipe **A**ppeal
P.A.* means **P**rince **A**lbert

● The familiar red pocket tin of P.A. now has the Humidor Top—which seals in the freshness and flavor every time you snap it shut. Prince Albert's choice crimp cut tobacco is mild—specially treated to insure against tongue bite. Try P.A.—and see why it's America's largest-selling smoking tobacco!

NEW HUMIDOR TOP!



P.A.'S THE WINNER
WITH ME FOR CIGARETTE
'MAKIN'S, TOO! ROLLS UP
EASY...TASTES GRAND!



THE NATIONAL JOY SMOKE

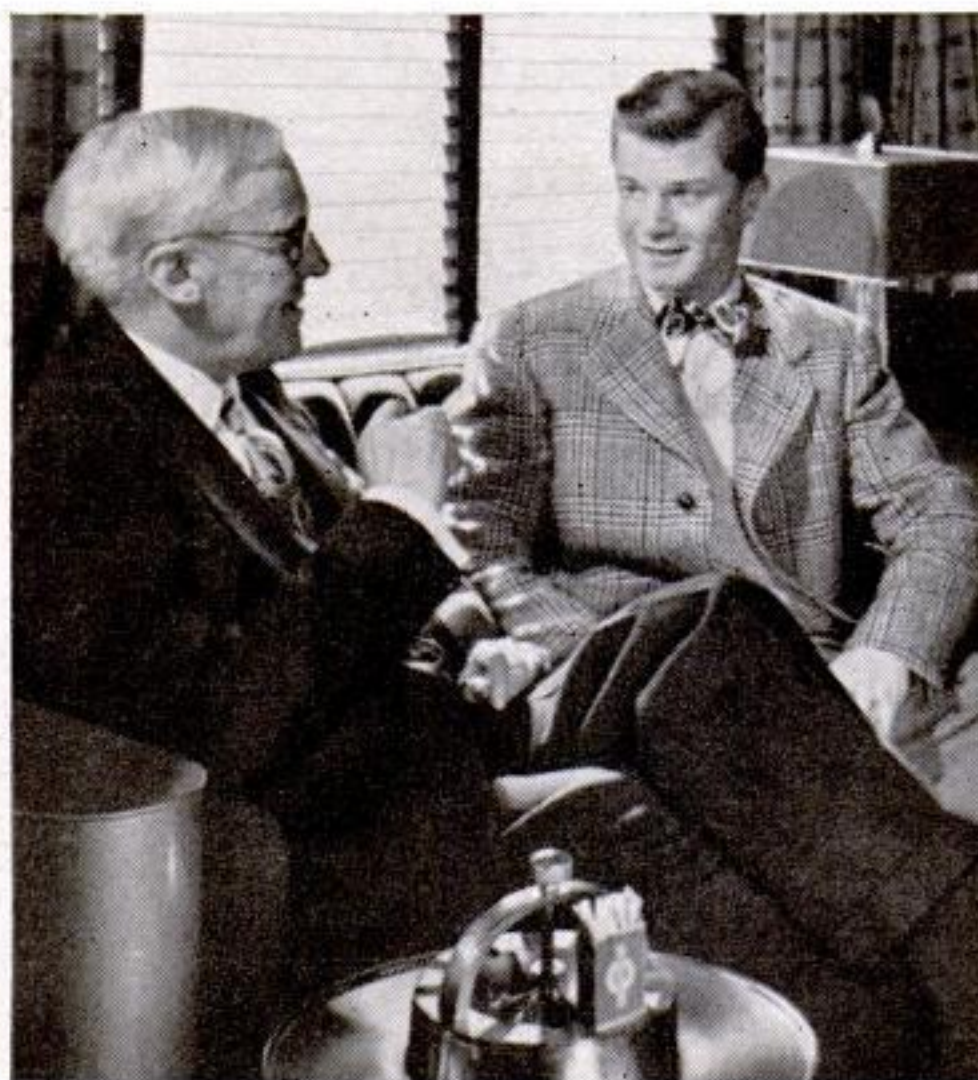


We're going back to school at the head of our class!

I can see now why Dad always likes to go Pullman!



It's like having the comforts of home on wheels. These seats, for instance. They're as comfortable as the easy chairs in our living room. You can s-t-r-e-t-c-h out, relax and read—or just watch the world go by.



No need to live alone and lump it when you go Pullman. You meet regular people—*your* kind—in the lounge car. Me, I'm on good terms already with this Big Executive who's suggested I see him about a job next June!



Sleep? These Pullman beds were built for it! They're big, soft, comfortable. Blankets and sheets are as laundry-fresh as Mom's. While you're dreaming, Pullman's getting you there safely. It's a *swell* way to travel!



And no wonder Mother likes to go with Dad!



It's the smoothest way yet to travel. The attentive Pullman porter *anticipates* your wants, whether it's a pillow or an aspirin. Wash basin, clothes hangers, clean towels, toilet facilities and bright mirrors for makeup—Pullman's got 'em all!



Next morning you're *there*—relaxed, rested, well-groomed as a Prom queen. And you're there on time, 'cause you've traveled on dependable railroad schedules, arrived right in the heart of town, convenient to everything. Going Pullman puts *anyone* at the head of the traveling class.



Go Pullman

THE SAFEST, MOST COMFORTABLE WAY
TO GET THERE!



See the Pullman Exhibit of New Accommodations at the Chicago Railroad Fair, depicting 100 Years of Railroading — Mid-July through Labor Day.

© 1948, The Pullman Company



ORE BOATS in the Soo locks were painted by Ogden Pleissner. Locks can handle a boat in 18 minutes.

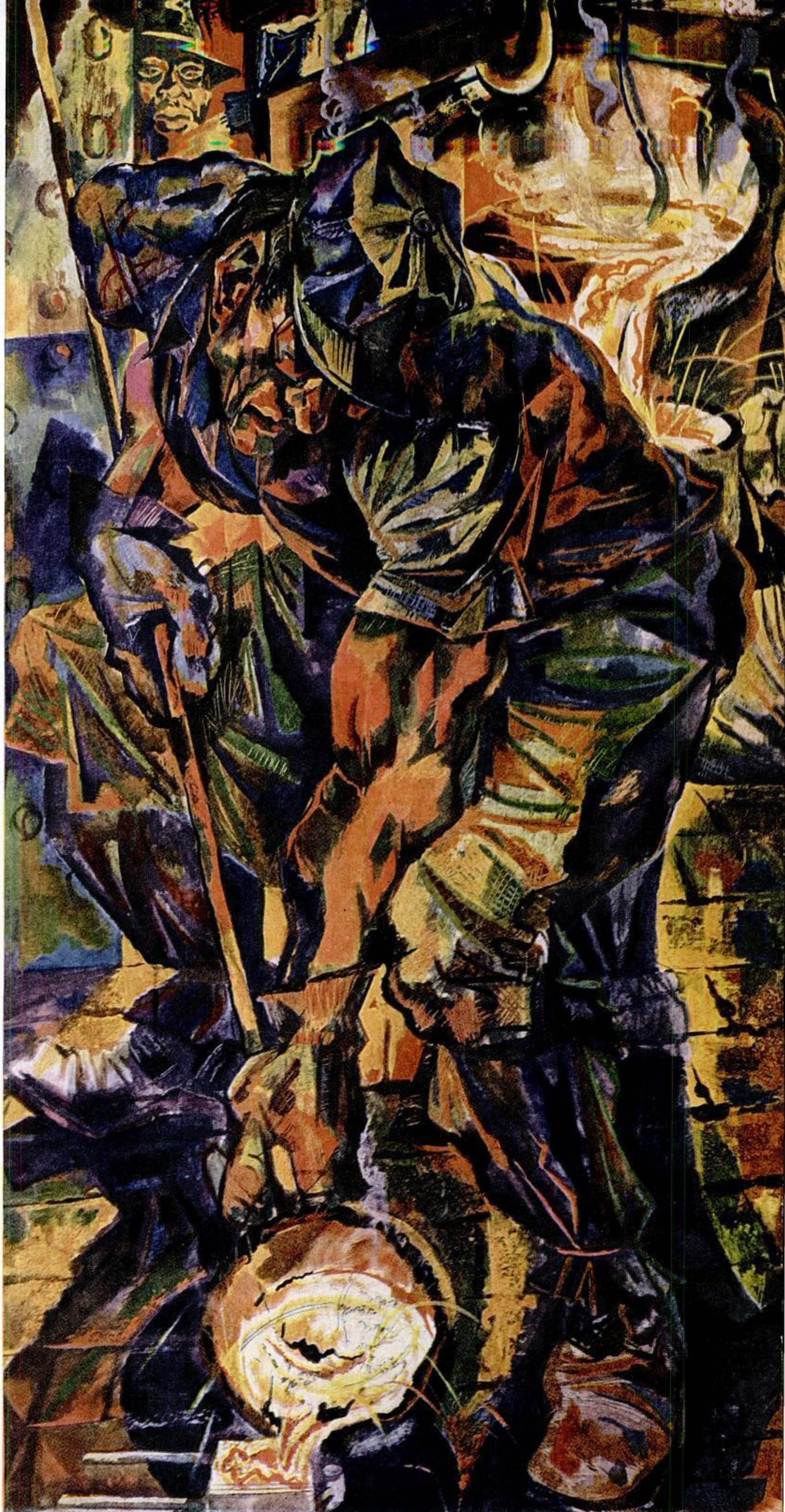
Artists Paint Michigan

The big state sits for some portraits

The state of Michigan, which harbors some busy and prolific art colonies of its own, last year experienced, in addition to its own artists, an invasion of artistic outlanders. Ten painters, all of them well known over the country, descended on the great Midwestern state and proceeded to set its scenes down on dozens of canvases. They combed its cities with sketch pads, set up their easels in the countryside, climbed aboard the boats (*above*) to steam over the lakes, hiked far into the northern woods looking for wild flowers and sat watching fishermen on secluded streams.

This band of artists had been turned loose in their statewide search by the biggest department store in Detroit, the J. L. Hudson Co. Like other department stores in Missouri and Pennsylvania, Hudson's had commissioned the artists to paint the state partly out of native patriotism and partly out of a feeling that the venture would be fine promotion for the store.

Last winter the artists brought to Detroit some hundred paintings which were proudly put on display, first in Hudson's own showrooms and then from town to town within the state. The artists who fared best were either those who had painted scenes with which they were familiar or those who had relied entirely on impressions and carefully avoided painting any scene realistically enough to be pinned to a definite spot. Those who had painted definite scenes, even if in remote regions of the state, came in for criticism. In some towns the traveling gallery was seen by spectators who recognized the places which the paintings depict and approved only the work of those artists who had taken infinite pains to copy exactly right the colors of Michigan's sand and clay. All in all Michigan felt that the artists had done well by the state, and Hudson's, which spent \$75,000 on the paintings, felt it had gotten its money's worth. When the tour is over the paintings will probably be given to an art museum or historical society.



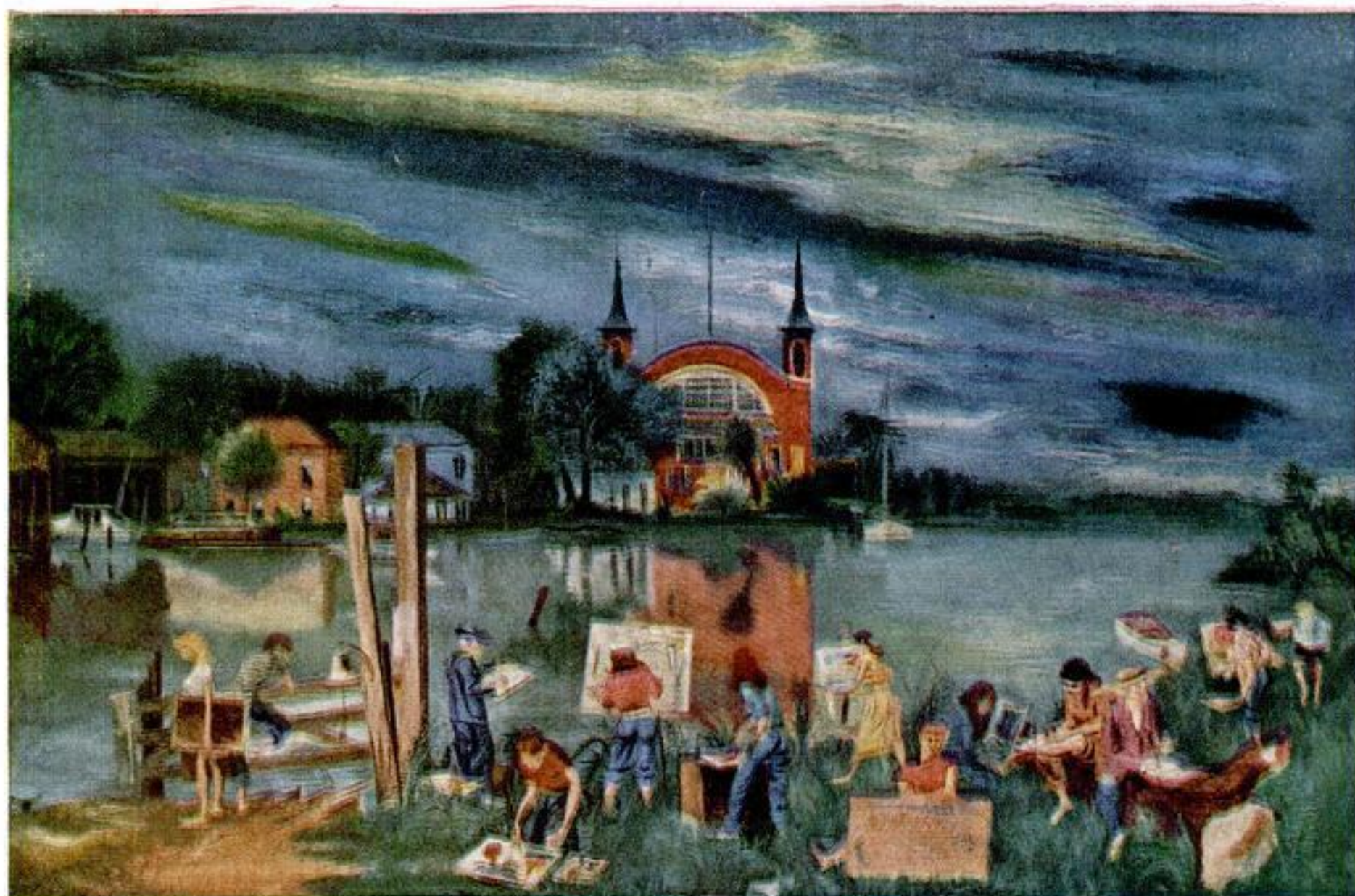
MOLTEN ORE is poured into small mold by auto foundry worker to test its purity before ore in big

ladle (*rear*) is made into crankshafts. Artist David Fredenthal once worked around a foundry himself.

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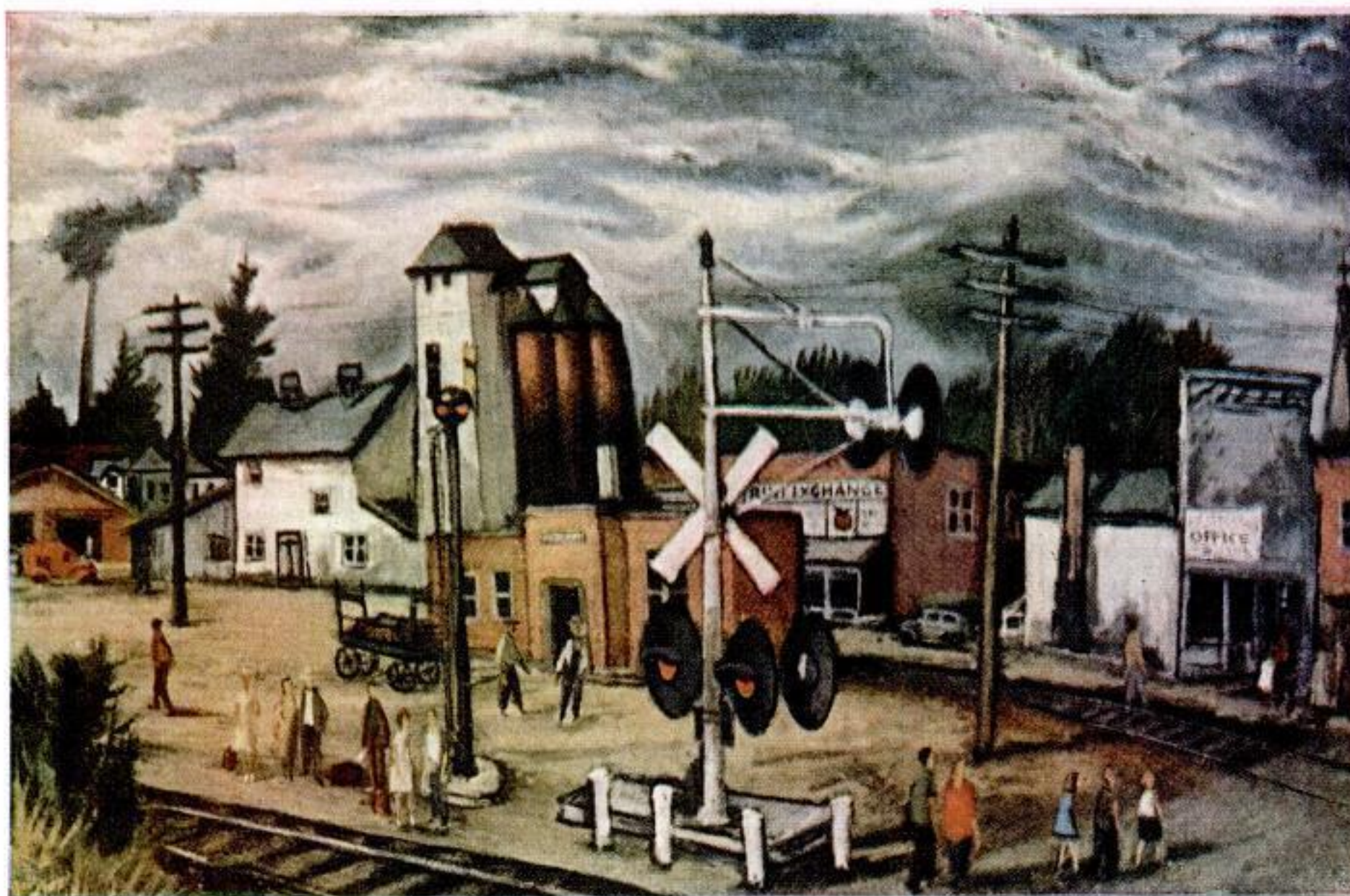
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Michigan Paintings CONTINUED



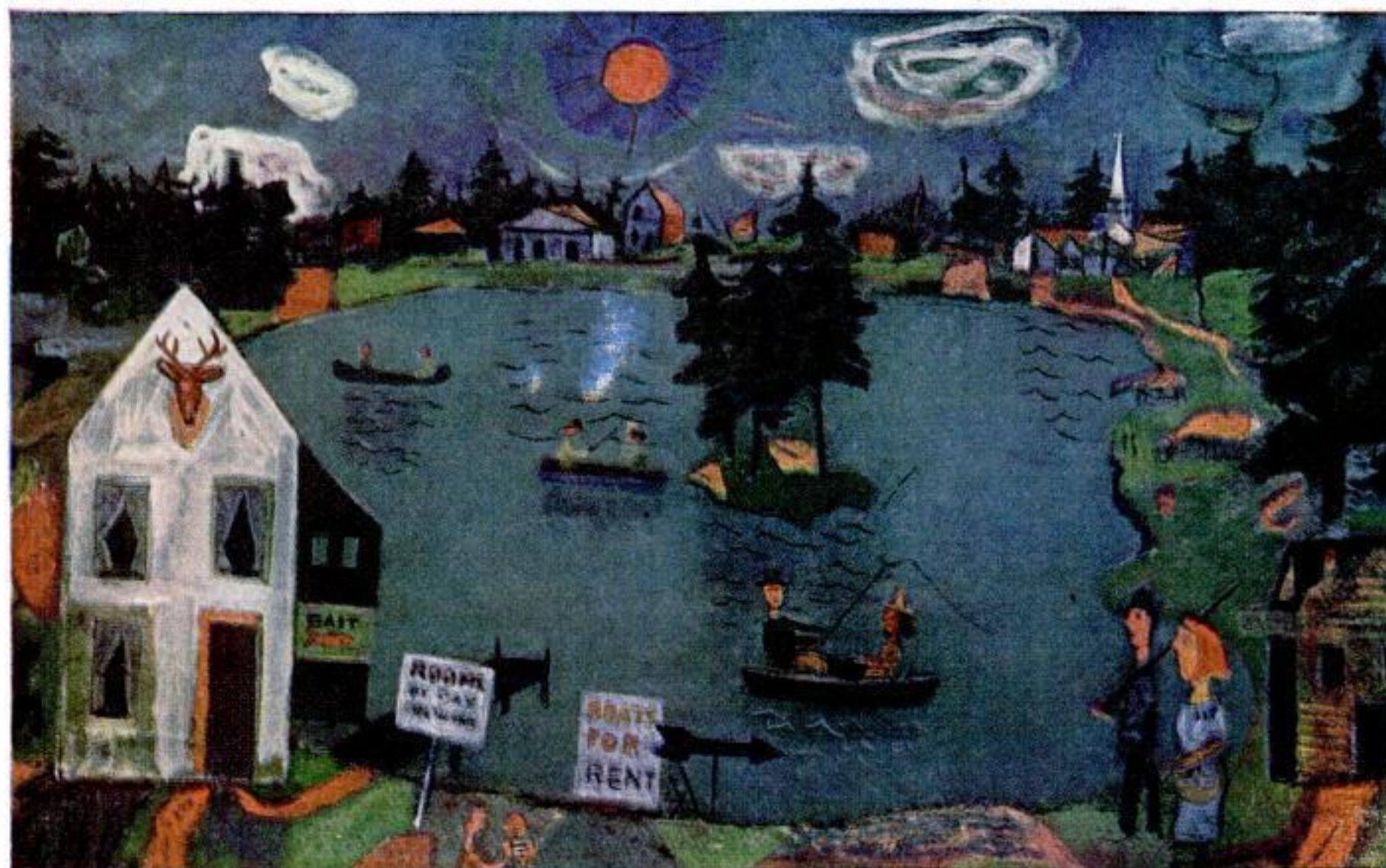
CROWD OF ARTISTS paints many versions of spired dance pavilion (rear) at Saugatuck, the largest

summer art colony in the Midwest. While they painted the pavilion, Artist Aaron Bohrod painted them.



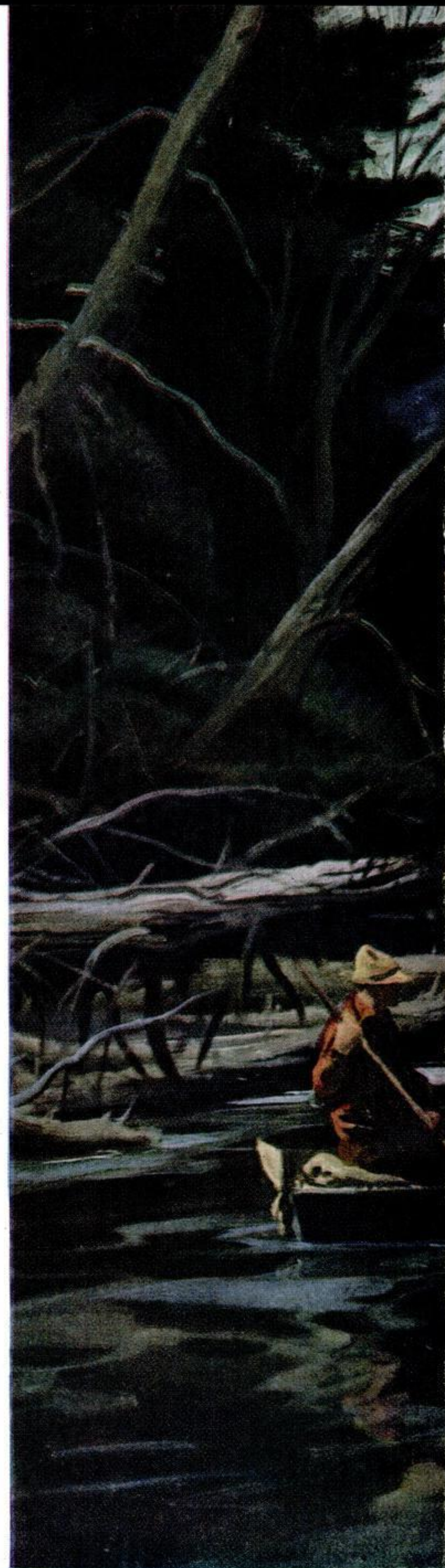
WAITING FOR TRAIN in the morning at Fennville, near Saugatuck, brings town's citizens to the

tracks beside the grain elevator to talk and see who is going and coming. This was painted by Carlos Lopez.



LAKE RESORT, one of the multitude on the edges of the state's 6,000 spruce-lined lakes, is bucolically

busy in the summertime. This scene of rented rowboats and cottages was painted by Arnold Blanch.



TROUT FISHING in Michigan is best on the Au Sable River in the north, here painted by Ogden

The Sights

Tourists come to lakes and rivers



Pleissner. The river is stocked with brown, rainbow and brook trout. The boat shown here was developed

The biggest product of the great industrial state of Michigan is the automobile, and that in turn has helped to bring to Michigan its second largest business; tourists. To the towns and trout streams shown here come hordes of vacationers, many enticed by a little bragging on the part of the state itself. The state of Michigan touches four of the five Great Lakes, has 34 riv-

especially for the Au Sable's swift-running current. It moves so silently that no fish are frightened away

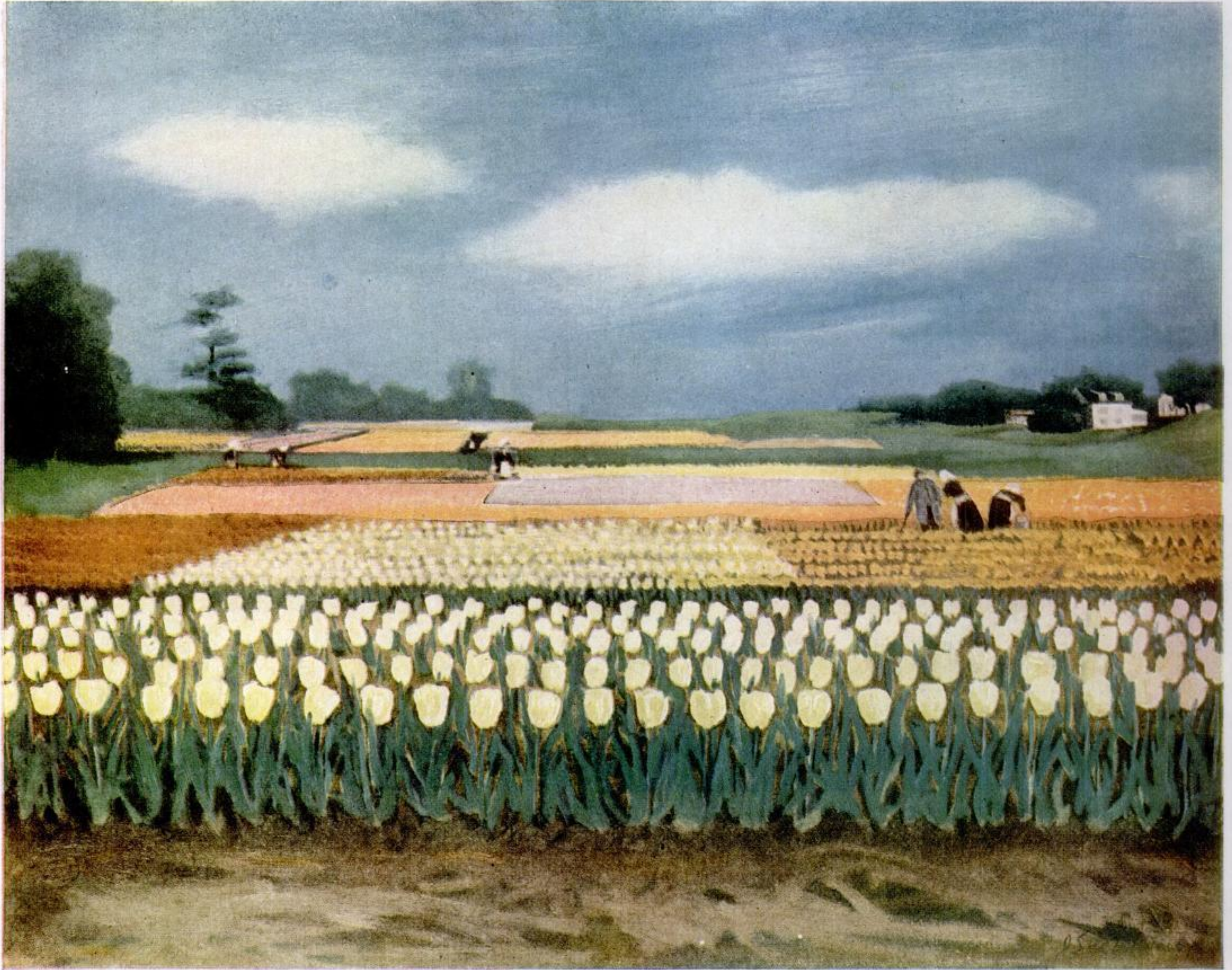
er systems stretching 10,000 miles and issues more fishing licenses than any other state. A tablet marks the oaks in Jackson under which the Republican party was born in 1854. A banquet hall in Kalamazoo is memorialized as the place where the first celery ever served in the U.S. was eaten in 1856. Some rocks near Marquette are, say geologists, as old as any in North Amer-

and drifts rapidly enough to keep the fly moving, thus allowing the fisherman to sit down and relax.

ica. Near Old Mission is a lighthouse which illuminates a spot exactly halfway between the equator and the North Pole. In the north is a dune which is supposed to be the world's largest moving sand pile. But whether it is the wind-blown dune near Mears, as Mears claims, or the one in Glen Arbor, as Glen Arbor insists, is something even Michigan has never finally settled.

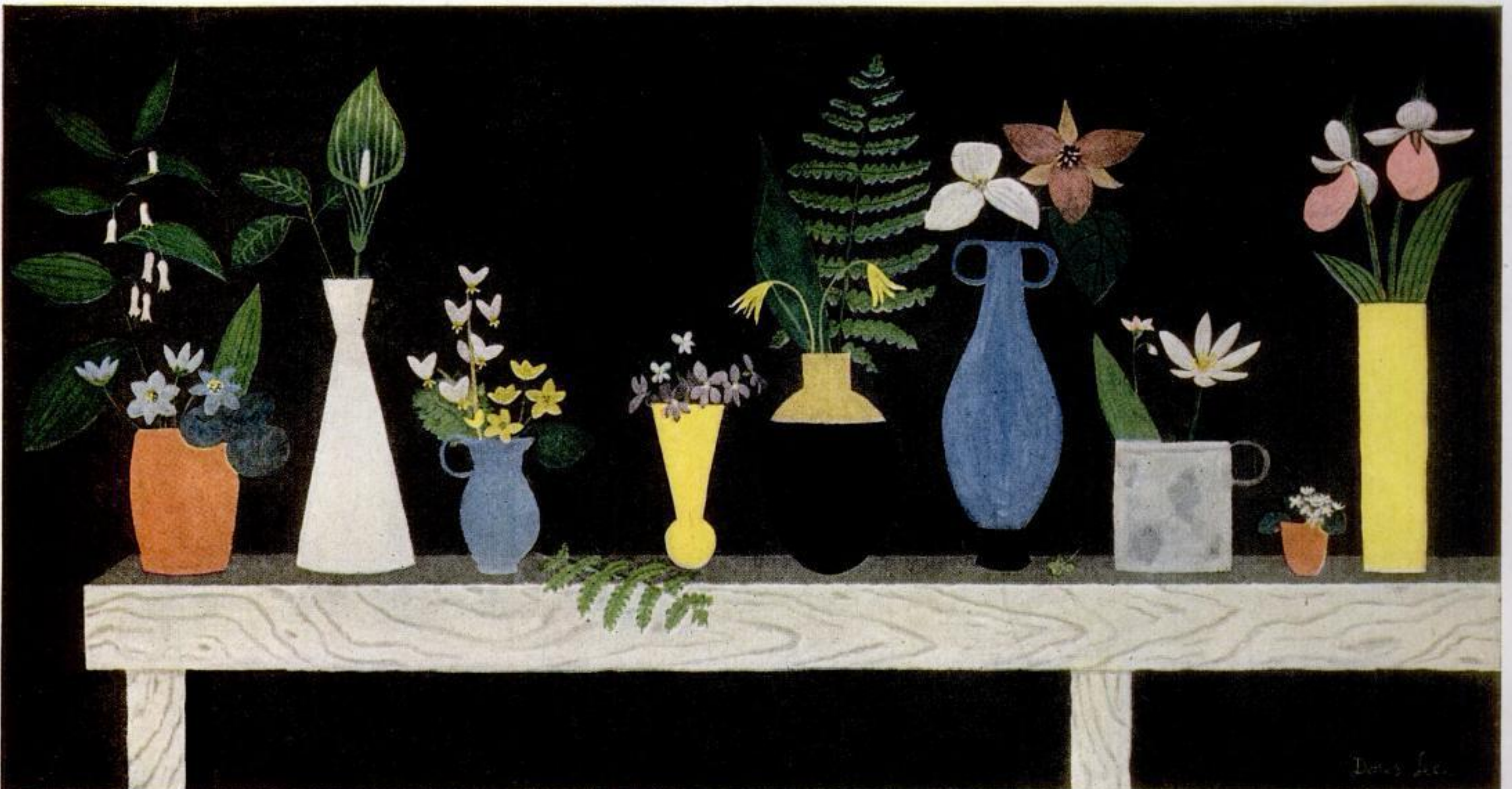
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Michigan Paintings CONTINUED



TULIP FARM lies near the city of Holland, Mich. where more than 300,000 tulips grow, a custom brought here by Dutch settlers. This painting, done by John

DeMartelly, shows the tulip farmers, dressed in Dutch costumes for a folk festival, working in the fields and gathering blooms to take back to the house (*right, rear*).



WILD FLOWERS of Michigan were lined up by Artist Doris Lee, the only woman painter of the group. They are from left to right: Solomon's-seal with hepatica,

a jack-in-the-pulpit, Dutchman's-breeches with marsh marigold, ordinary violets, dogtooth violets, trillium, spring beauty with bloodroot, arbutus and lady's-slipper.



Mr. and Mrs. John L. Lovett, Bloomfield Hills, Michigan, with their Stinson Flying Station Wagon

For business men who are family men, too-- Here's America's most useful personal plane

"FOR ME, a Stinson is good business and a lot of fun," says John L. Lovett, general manager of the Michigan Manufacturers Association. "For Mrs. Lovett, it's pleasant recreation."

"I took my first flying lesson at 54," he continues. "Now I'm flying my Stinson 25,000 miles a year, throughout the state, and to points as distant as California."

"Naturally, I like the way a Stinson saves me about two-thirds on travel time. But what I like even better is the way it reduces travel strain. I just sit there and relax."

"It's so comfortable that my wife goes along on nearly all my trips—just for the outing!"

That's typical of the reports we get from Stinson owners—and it clearly reflects the family appeal of this easy-to-fly, 4-place plane.

Husbands and wives—and sons and daughters—are learning to solo this great Stinson in about eight hours of safe, pleasurable flying.

They delight in its roomy, soundproofed comfort . . . while cruising smoothly and economically at better than two miles a minute.

They praise its quick easy take-offs and slow, short landings, and its range of 554 miles. And they'll assure you there's no substitute for Stinson's safe *spin-resistant design*.

So here's an invitation: Take your own fam-

ily to the airport for a visit with your Stinson dealer (listed in the yellow pages of the telephone book). Discover Stinson for yourself!

Free Flight Plans for Business and Professional Men

To familiarize you with the comfort and efficiency of personal flying, your Stinson dealer makes two special offers:

1—He will fly you on one of your routine business trips, without obligation. Here's your opportunity to see how a Stinson will meet your own special requirements.

2—He will teach you to fly, free—up to and including solo—to prove the *simplicity* of personal flying. *Enrollment is limited*, to assure expert individual instruction.

For details on these plans—and for Stinson literature—see your Stinson dealer, or write to Stinson Division, Dept. B, Consolidated Vultee Aircraft Corp., Wayne, Michigan.

Stinson

For 22 years, builder
of America's most *useful* personal planes

Ask owners about this money-making, fun-loving member of the family!



Flight began at 40 for truck-line operator Ray Howerter of Omaha. For daughter Joan (at controls) it began in this easy-to-fly Stinson at 15!



With four stores to supervise, jeweler LeGrand Elebash, Jr., Columbus, Ga., tried a Stinson . . . now owns *three*! His wife is a pilot, too.



2,000 miles a week is the schedule of pipeline inspector C. B. McMahan, Monroe, La. He and his wife know all about Stinson safety.



BARBARA STANWYCK CLUTCHES A TELEPHONE IN HER JEWELLED HAND AND SCREAMS IN AN AGONY OF FRUSTRATION AS SHE REALIZES MURDERERS ARE CLOSING IN



DRUGSTORE HEIRESS (Barbara Stanwyck, *left*) cuts in on poor boy (Burt Lancaster) while he dances with her college chum.



WRESTLING OVER KEY, the heiress has a hysterical fit trying to keep the young man, who is now her husband, in subjection to her.



CHIEF CHEMIST of family's drug company is lured into illicit drug traffic by the husband, who is bored with his inactive life.



TRAPPED BY GANGSTER, husband is forced to sign I.O.U. for \$175,000 which he can pay only if he collects wife's insurance.



DOOMED HUSBAND DESPERATELY TRIES TO WARN HIS WIFE

MOVIE OF THE WEEK:

Sorry, Wrong Number

Barbara Stanwyck goes on a big emotional jag

Barbara Stanwyck, screaming into a telephone on the opposite page, is at the climax of the most extended emotional jag in recent movie history. When the film begins she is settled comfortably in her bed, a rich, spoiled, aging hypochondriac who asks an operator pettishly why her husband won't answer when she calls him up. By mistake she is connected with a line on which two men are plotting a murder. Through the evening she is busy on the phone. She tries to interest someone in what she has heard, tries to find out what has become of her husband, passes through all the stages of irritation, self-pity and anger until she is finally swallowed up by terror. For suddenly she realizes that she is the prospective victim. Her husband, caught in the narcotics trade, needs a vast sum to save his life and can raise it only by having her killed and collecting her insurance. At the end, when the police are closing in on him, he tries to warn his wife (above). But it is too late.

The plot is taken from *Sorry, Wrong Number*, a famous radio thriller written by Lucille Fletcher and rebroadcast several times (LIFE, Sept. 24, 1945). As a full-length picture loaded down with flash backs, *Sorry, Wrong Number* loses some of the dramatic tension of the radio play, which was told wholly in brief phone conversations. But as long as the action keeps centering around the heroine's hysterics and the sinister jangling of the phone, it is one of the most gripping pictures of the year.



DOCTOR TELLS the panicky husband that his wife, whom he expected to die soon, is only a mental case.

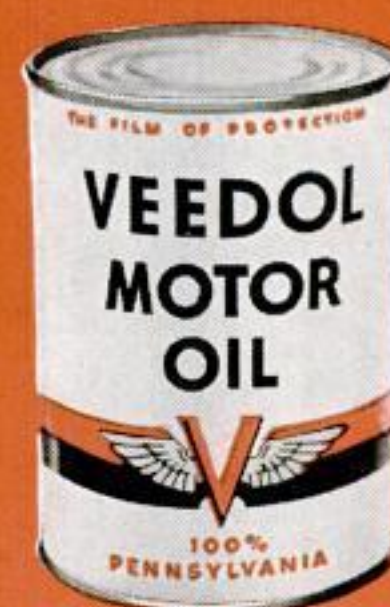


NEUROTIC WIFE now spends her time in bed, dosing herself with medicine as husband hires men to kill her.

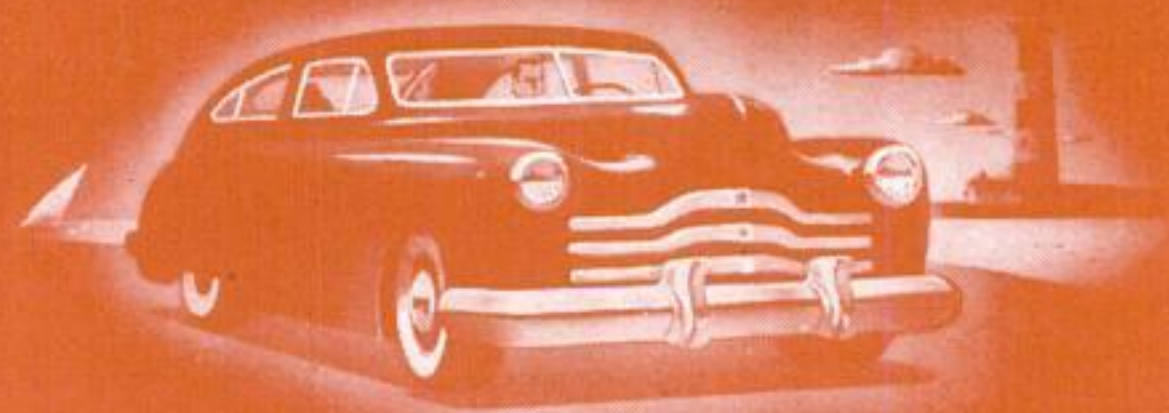
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Now With NEW MAGIC

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smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed
"Film of Protection"



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IN USE THAN ANY OTHER
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STORM AND SCREEN WINDOWS
ARE **SELF-STORING!**
Change from screen to glass in
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SAVE UP TO 35%
ON YOUR FUEL BILLS!

Hold heat in, keep cold out,
for BIG savings!

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HAS THE AMAZING
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Assures permanent perfect fit, even
when house window frames get
out of square!

Seal out dust, dirt! Reduce
laundry, dry cleaning bills!
Protect house windows! No
painting, no upkeep, first cost
is the last! Get regulated,
draft-free, rain-proof ventila-
tion! Uniform temperature!
More sunlight! Greater
vision! Muffle out street
noises! **LIGHTEN YOUR
HOUSEWORK!**

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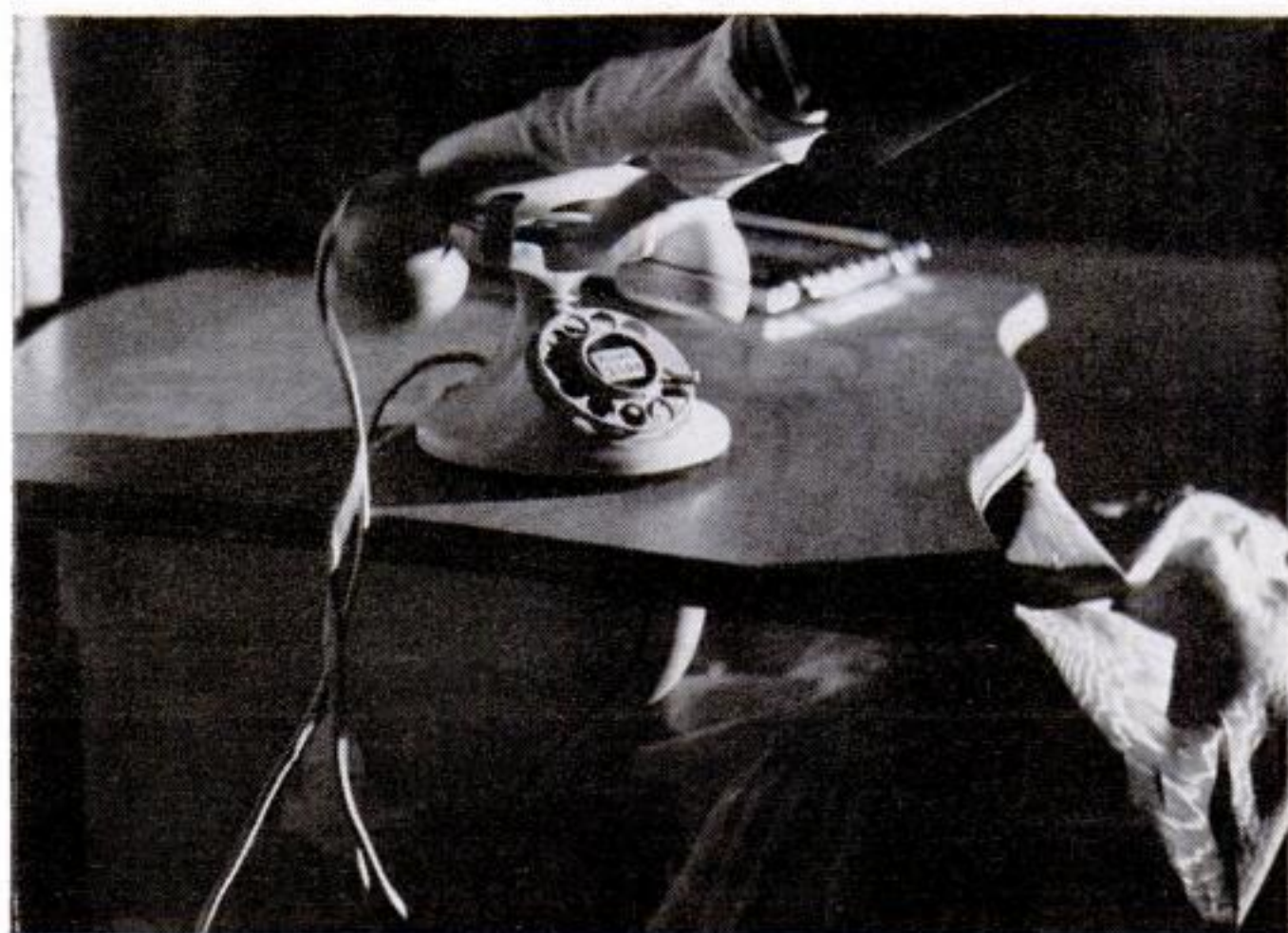
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ALUMINUM
DOOR

Beautiful, non-corro-
sive, lifetime ALU-
MINUM Alloy! Big
interchangeable in-
serts . . . screen to
glass in seconds!
Complete with sturdy
non-rust hinges, latch
lock, check stop.

"Sorry, Wrong Number" CONTINUED

DEATH COMES FOR THE HEROINE

The pictures below show the climactic sequence in *Sorry, Wrong Number*. The husband, in a phone booth in New Haven, sensing the presence of a policeman outside, is frantically calling his wife, Leona, in New York to tell her she is to be killed in a couple of minutes, and if she will only get up and run to the window and scream she can save herself and him. But the wife is trapped by her lifetime of neurotic self-indulgence. She is actually unable to rise. And in the meantime a shadow appears on the empty stairway leading to her room. "There's someone coming up the stairs!" she cries. "Get out of that bed," comes Henry's voice over the telephone, "Walk, Leona." "I can't," she screams. "I'll burn for it if they get me," he pleads. As a train rumbles over the bridge outside a gloved hand reaches for Leona, who has put the phone down. Henry frantically calls again. A gloved hand picks up the receiver, an anonymous voice says, "Sorry, wrong number," and hangs up.



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VAN ACE
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soft, with stays

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Every shirt with
COMFORT CONTOUR collar styling...
Low-setting, smarter, neater

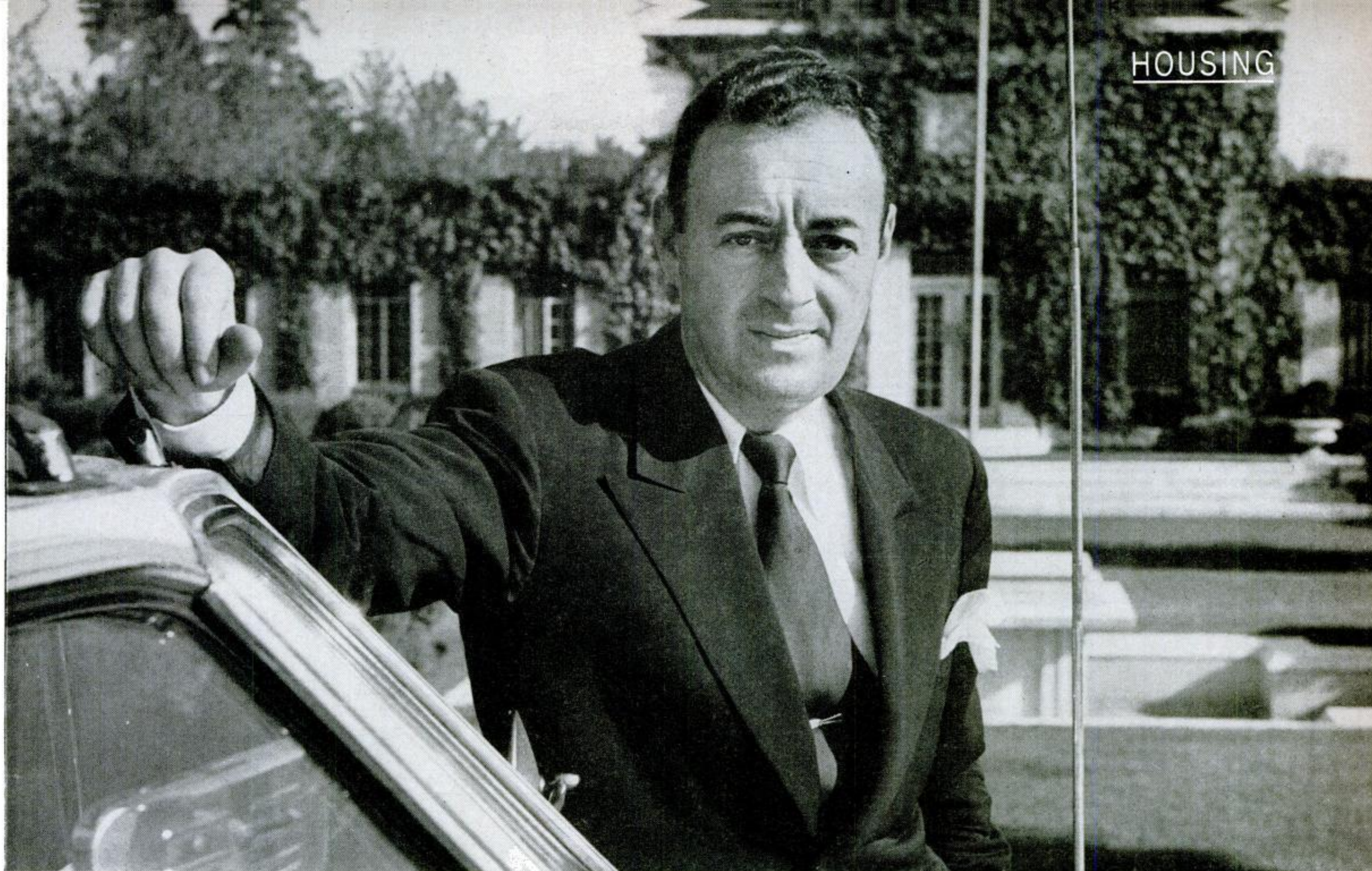
All kinds of pretty maidens hang around when you wear Van Heusen white shirts. Style is your oyster, comfort your treasure... for these shirts boast: 1. smooth, lustrous, laboratory-tested fabrics—Sanforized, a new shirt free if your Van Heusen shrinks out of size; 2. figure-tapered, action-tailored fit; 3. tug-proof pearl buttons; 4. the smartest of collar models; 5. Van Heusen traditional seamanship in every trim detail. And you shell out only \$3.50, \$3.95, \$4.95!

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NATION'S BIGGEST HOUSEBUILDER

At the rate of one every 16 minutes Bill Levitt grinds out four-room houses for Long Island development

William J. Levitt, 41, of Manhasset, Long Island has built 4,000 houses in the last 12 months, more than anyone else in the U.S. All these homes stand on 1,000 acres of an old potato farm, 29 miles from Manhattan in a community which has been named, appropriately, Levittown. In the next 12 months Levitt, building as many as 150 houses per week, will put up 4,000 more homes to give his

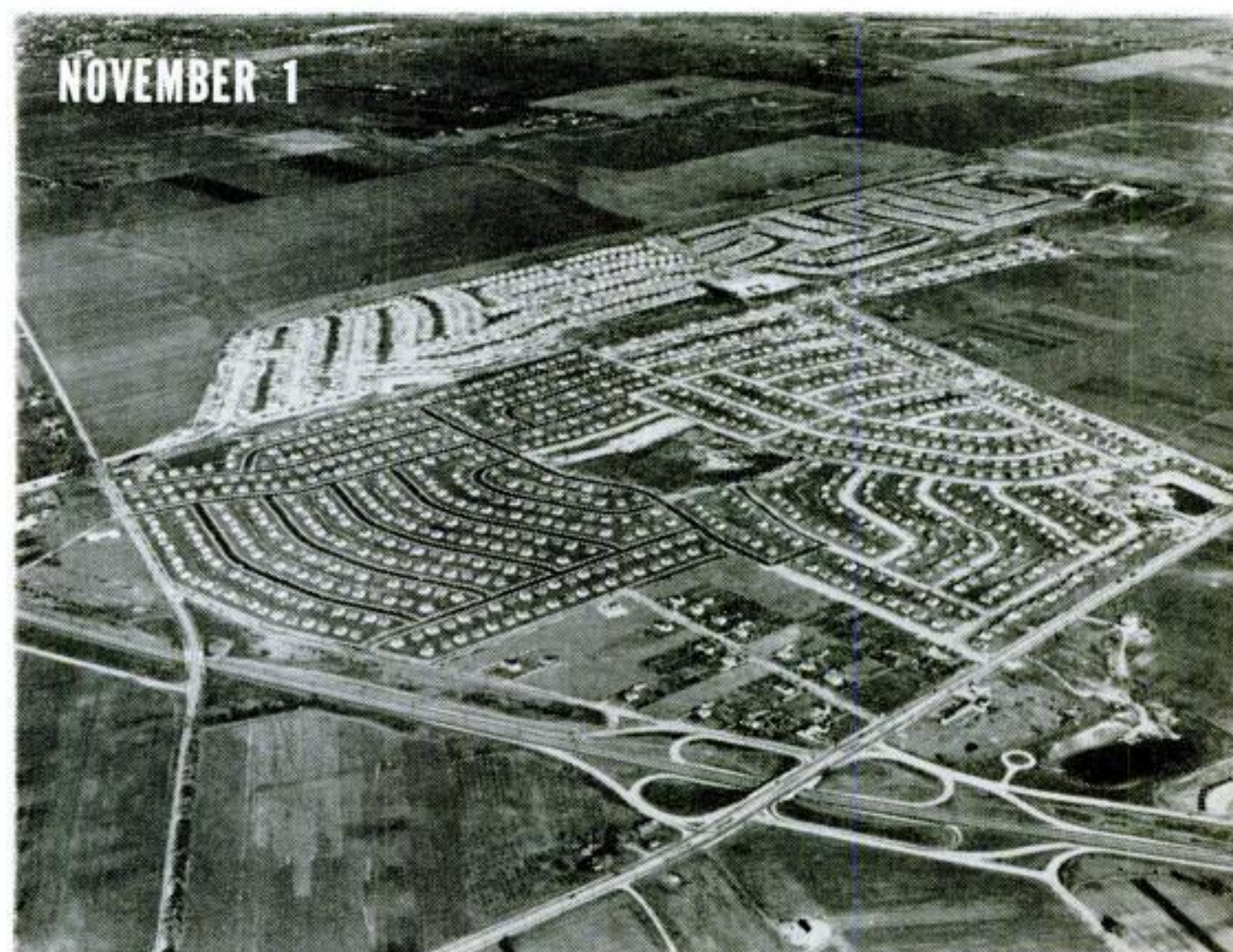
fast-growing town a population of about 30,000.

Levitt's four-room Cape Cod cottages all sell for \$7,990—almost twice what they would have cost before the war. Yet they are probably the best value currently on the market. Actually all of the houses he has constructed up to this time can be rented (at \$65 per month), another fact which makes Levitt unique among the country's builders.

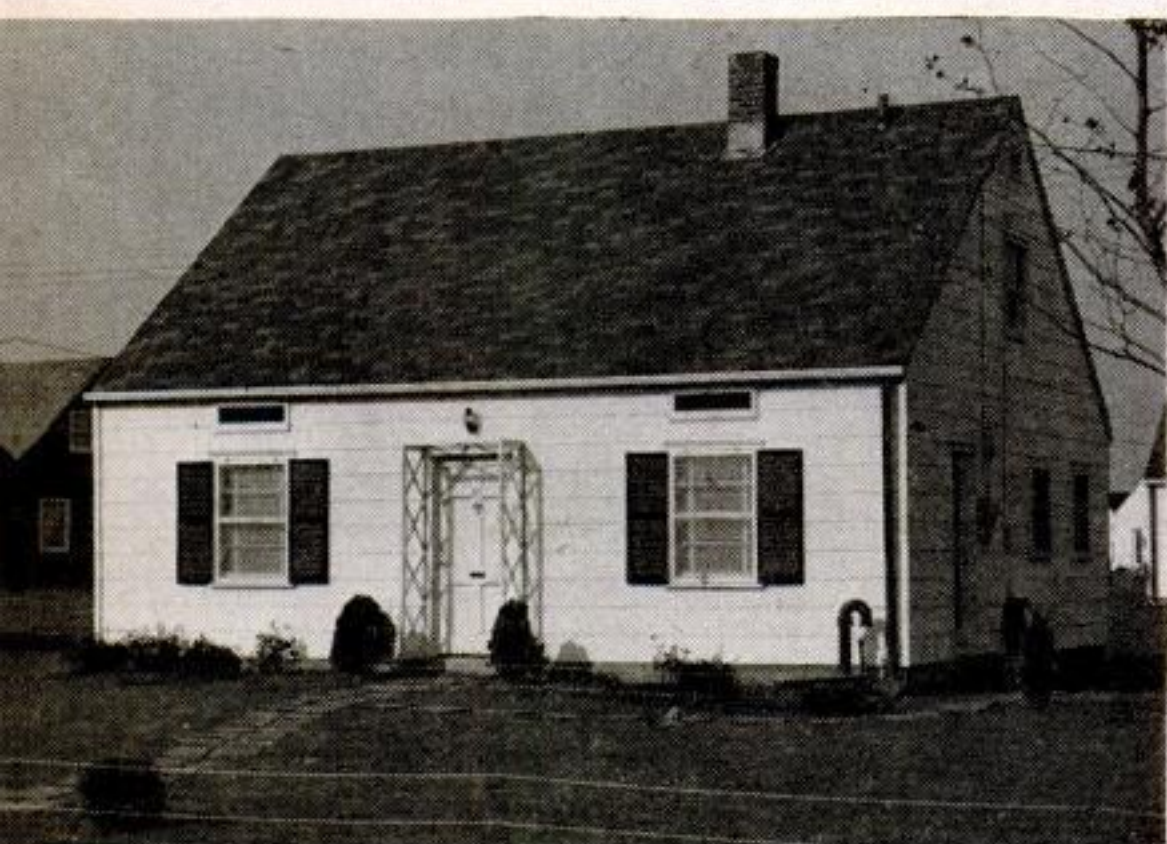
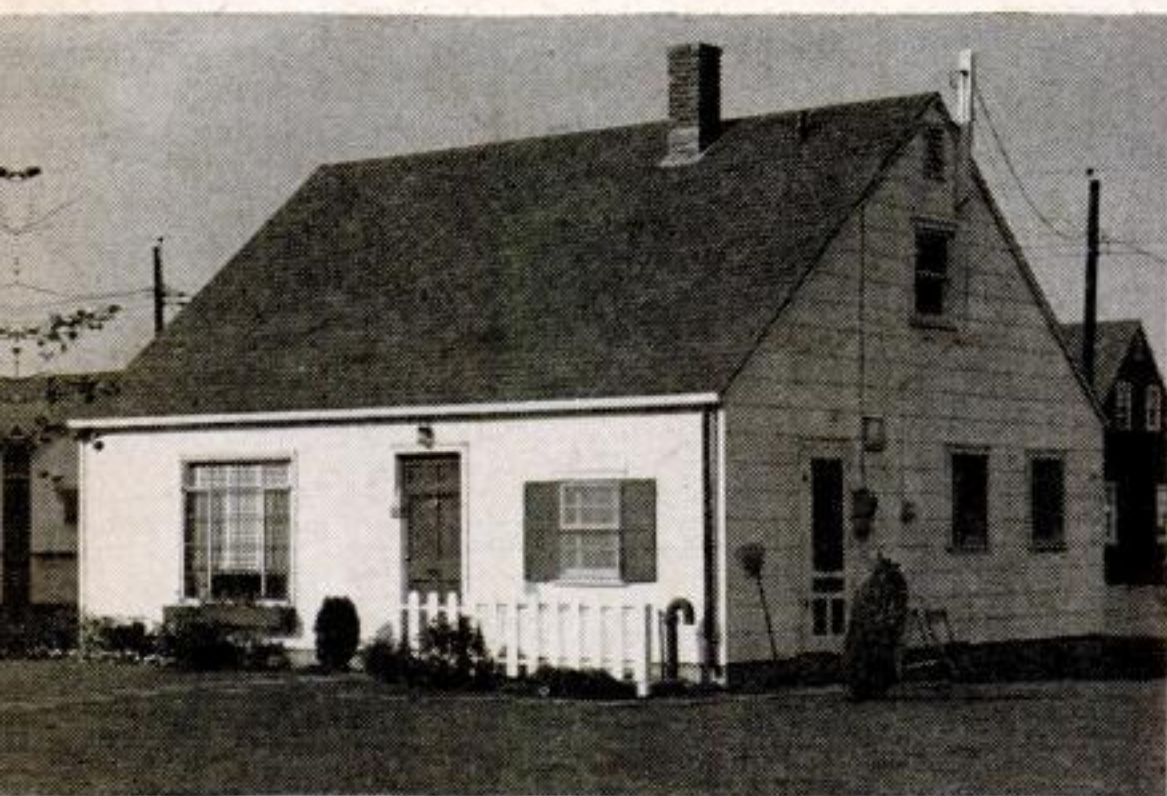
The large number and low price of Levitt's houses stem from the scale of his operation. Levitt is now big enough to buy his supplies in cheap carload lots, to produce and pre-cut his own lumber, to move earth and materials with huge machines. "Everything," says Levitt, "that is wrong with U.S. housing—high prices, slow production, labor troubles, archaic building codes—can be licked by size."



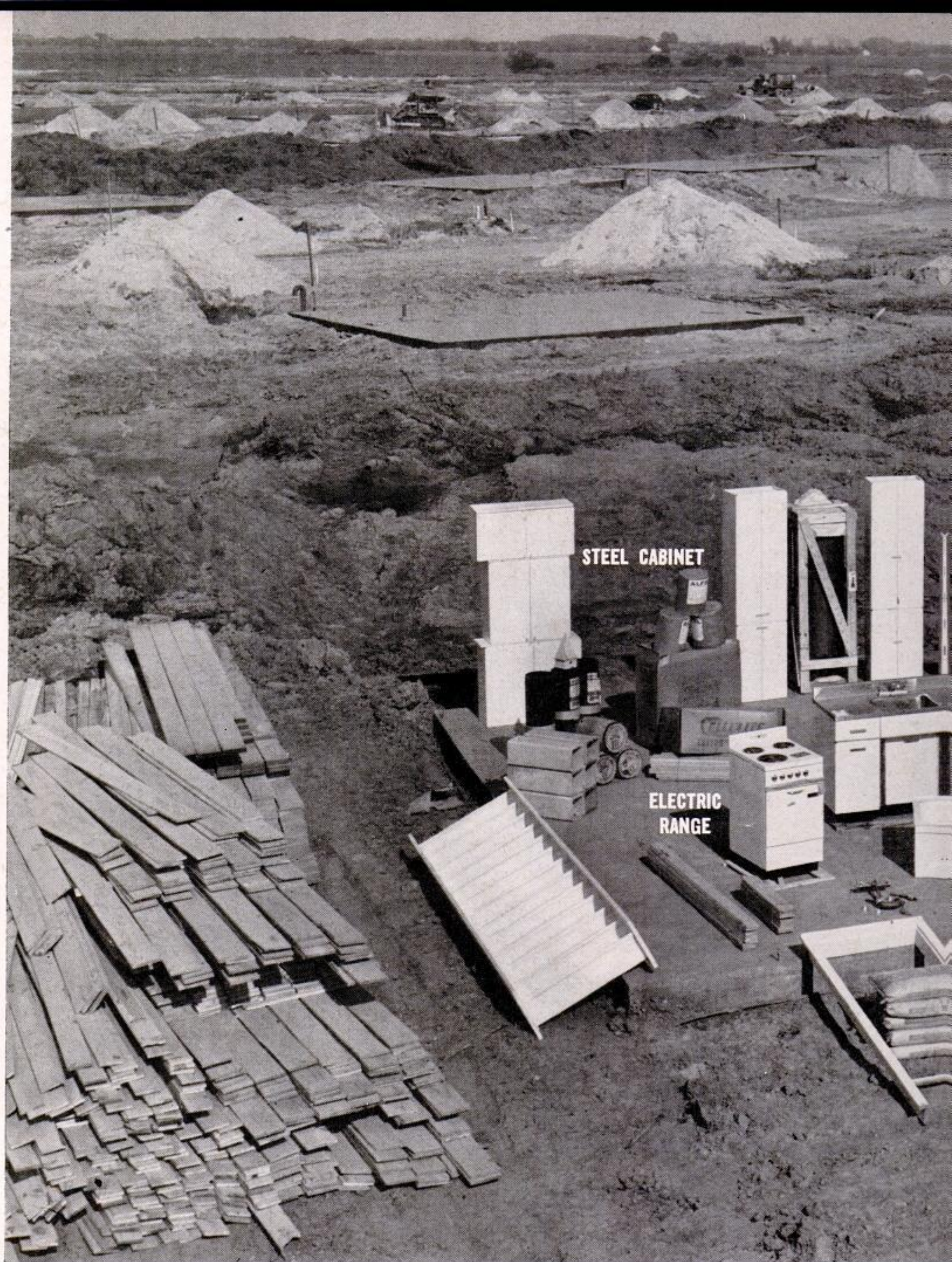
SPEEDY BUILDING, Levitt specialty, is shown here. In picture above construction of Levittown has just begun with curving row of foundations at right center.



FOUR MONTHS LATER 2,000 houses have sprung up. Not visible are 61 miles of water mains and drainage pipes and three wells also installed by Levitt for Levittown.



FIVE HOUSE TYPES which Levitt builds are actually one basic house with five different front and roof styles.



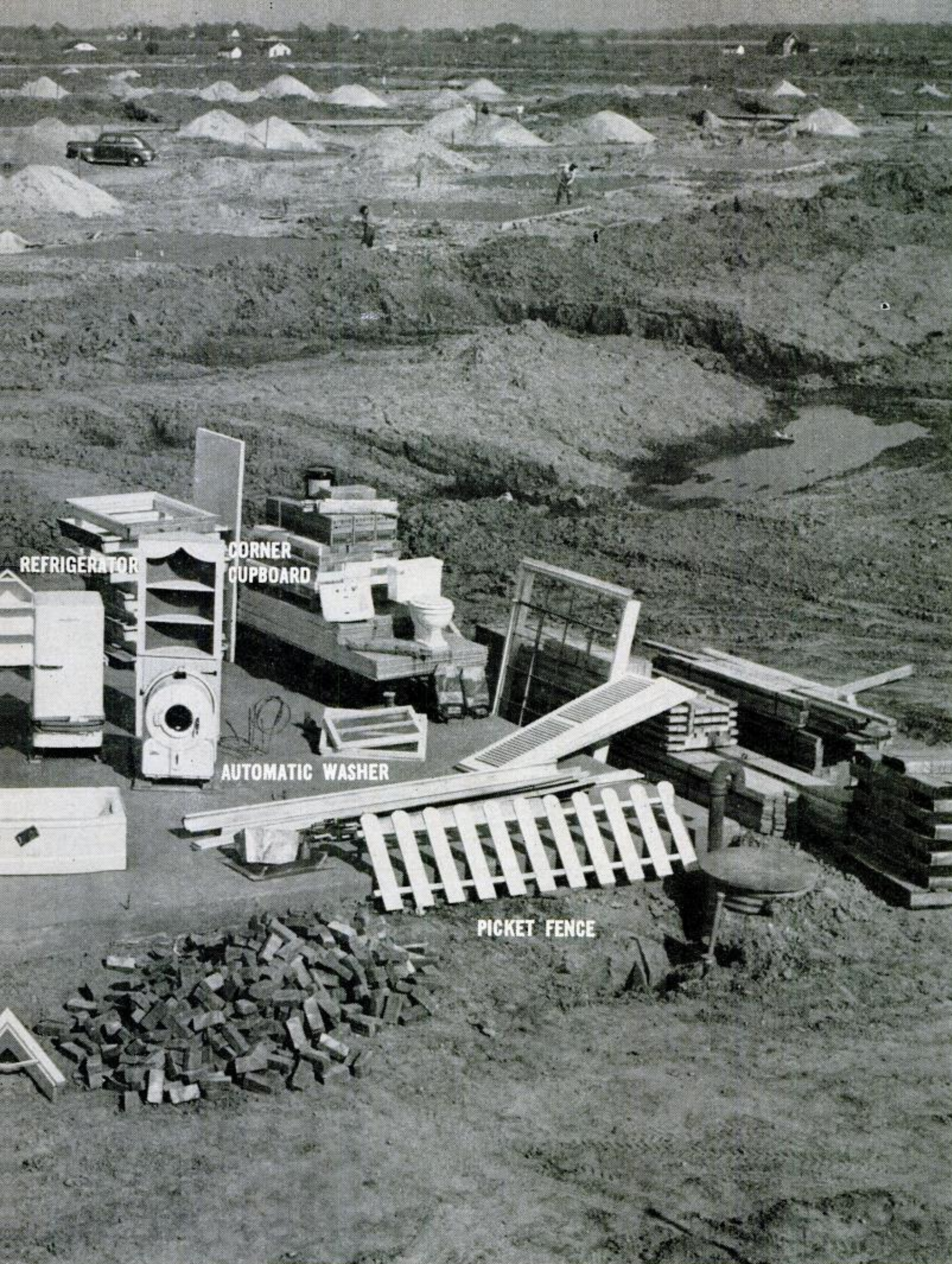
ALL PARTS OF LEVITT HOUSE are set out here on the 25x30-foot concrete slab which forms the house's

foundation. Stove, washer, refrigerator, stainless-steel cabinets and built-in shelves add up to \$720 worth of



LEVITT WORKMEN are all specialists, moving from one house to another as they finish their particular jobs.

Men above, shown nailing two-by-fours to form a wall, perform only one step in erection of house's framework.



extra items which Levitt installs to boost sales. Arranged around edge of the slab are standardized parts which ar-

rive from Levitt's huge warehouses with a slick precision that matches operation of an automobile assembly line.

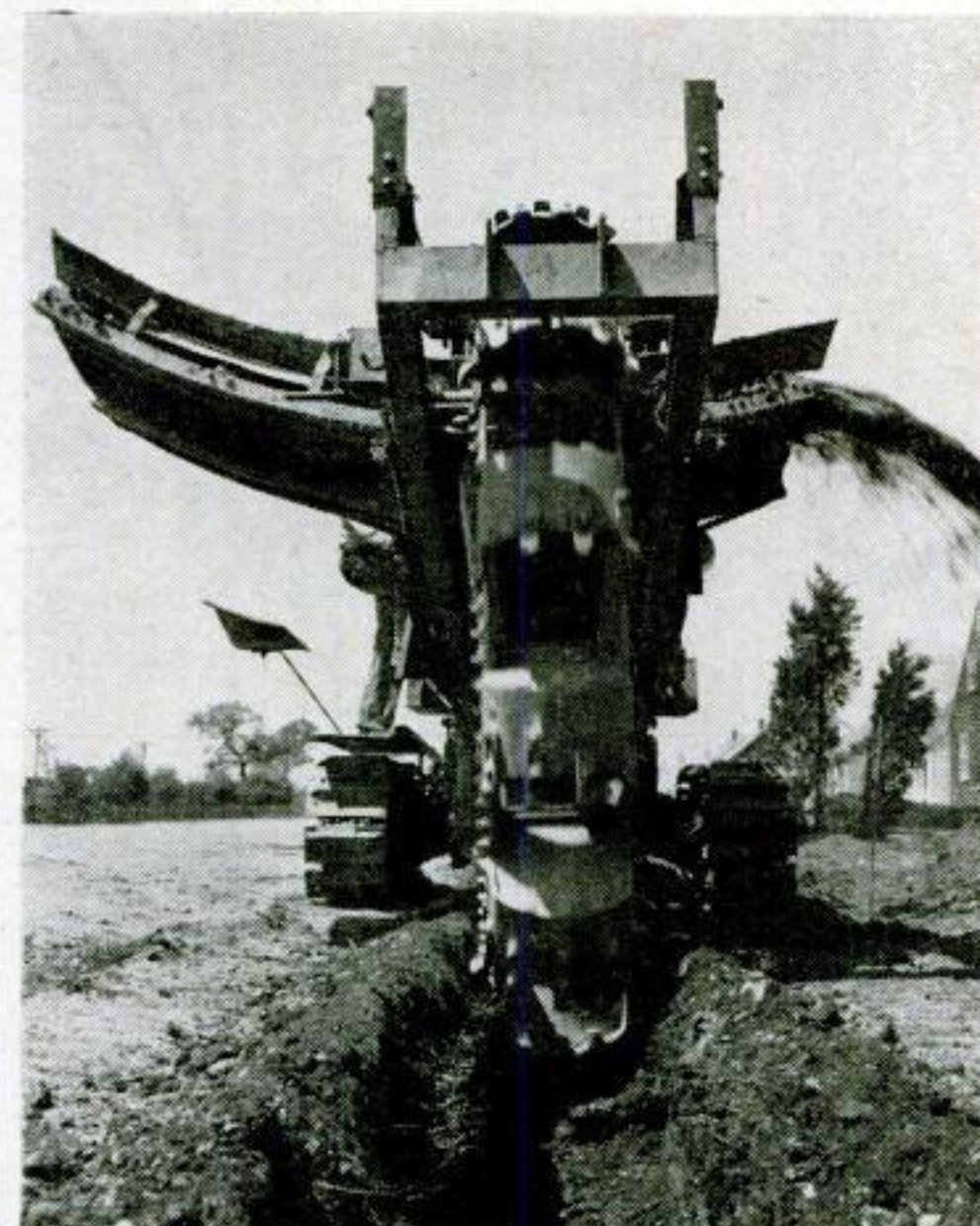
USING AN EFFICIENT ASSEMBLY-LINE PROCEDURE LEVITT BUILDS HOUSES IN AN OUTDOOR FACTORY

Levitt is best characterized not as a builder but as a manufacturer of houses. But unlike most manufacturers his factory is outdoors, where the whole building project has been organized into a giant assembly line. His technique is to have his products (houses) stand still while his workers and machines move past them. One Levitt man, for example, does nothing but walk from house to house caulking windows—300 windows a day. Another specializes in installing Venetian blinds, a crew of 45 does nothing but nail shingles, another group simply installs bathtubs. All told there are about 100 such repetitive operations involved in manufacturing a Levitt house. Machines have simplified some of these steps until they are almost automatic.

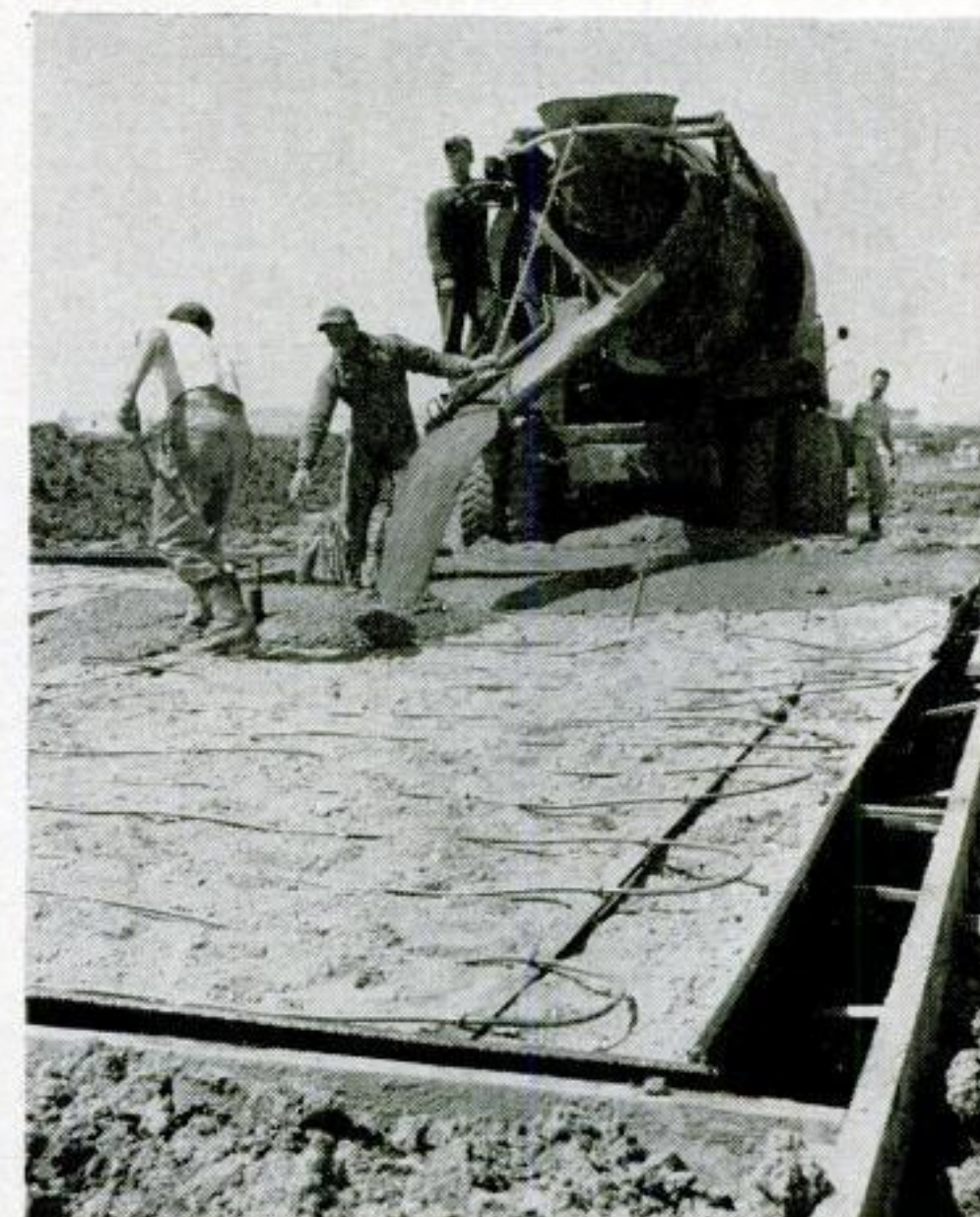
Such mass production requires a highly standardized finished product. Every Levittown house has exactly the same kitchen, the same 12x16-foot liv-

ing room, the same two bedrooms, the same bath and the same unfinished attic. There are no basements. Instead Levitt sets his houses down on 25x30-foot concrete slabs in which are embedded radiant-heating coils.

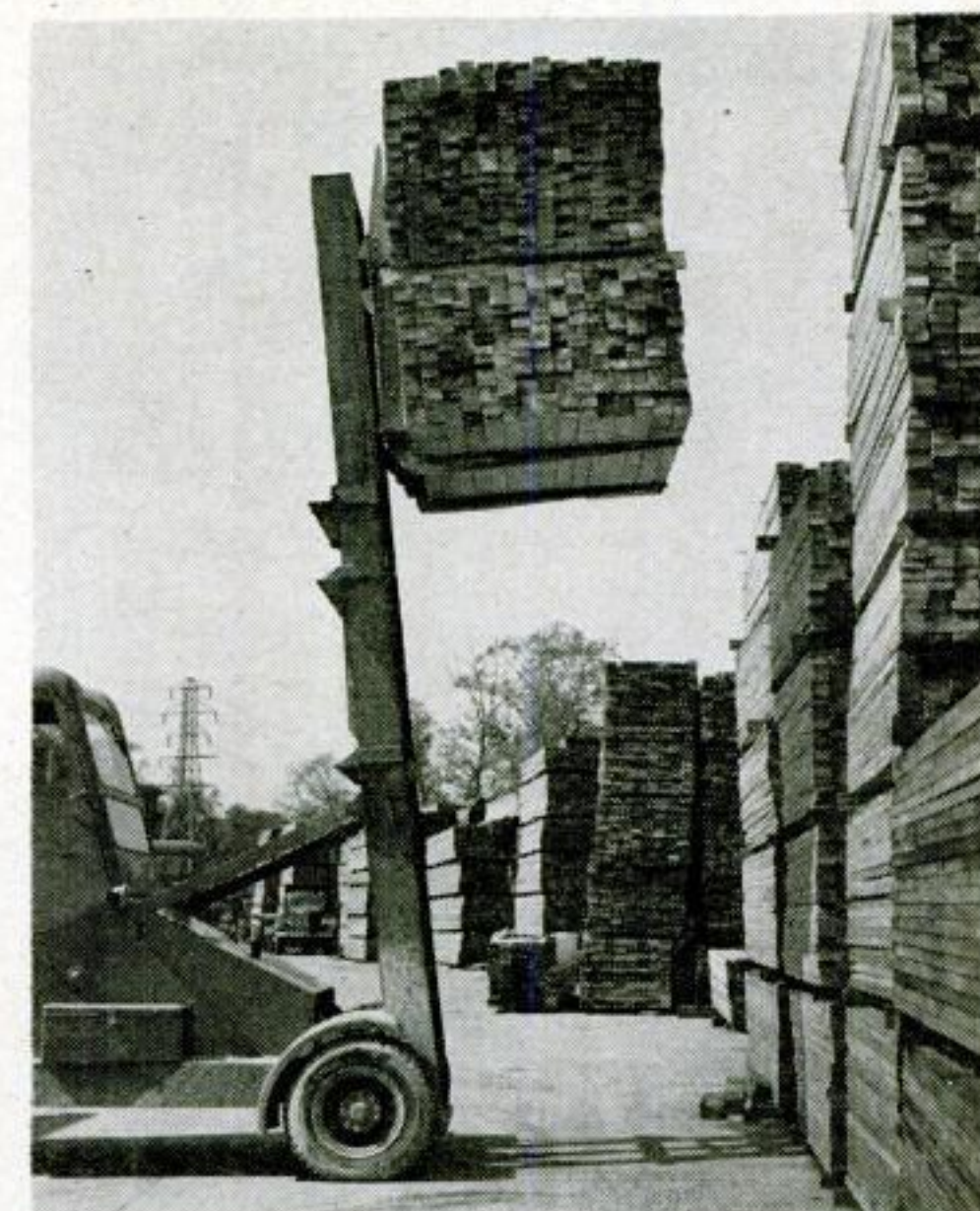
Like every successful manufacturer Levitt is a good merchandiser. As part of his \$7,990 package he throws in a number of sales-luring extras that rarely come with a new house: a washing machine, a refrigerator, various built-in bookshelves and steel cabinets. He also provides five different exteriors (*left*), each just different enough from the next to avoid too great monotony. Every house comes with a 60x100-foot plot of ground neatly landscaped. Levitt's biggest extra, however, is still not completed. It is his plan to provide Levittown with eight huge, free swimming pools, a theater and three shopping centers, each with a large variety of stores.



DITCHDIGGER makes a trench for a water main. Levitt has \$750,000 worth of such labor-saving equipment.



CONCRETE TRUCK pours mixture for a new floor slab. Levitt owns three concrete plants, 25 of these trucks.



LIFT TRUCK reduces high loading and unloading costs. Here it moves enough pre-cut studs to erect two houses.

Grants
KNOWN for VALUES

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Prices on
ALL-LEATHER

**BUSY BEAVER
SHOES**



Sizes 8 1/2-3.....**3.98**
 Sizes 3 1/2-8.....**2.98**



- Tested! Independent laboratory tests prove Grants all-leather Busy Beavers are super values! They walked 150 miles, withstood 399 lbs. of pressure, shrank less than other shoes when boiled. Came back for more.
- Fit better! Scientifically designed to give the proper kind of support to growing feet.
- Compare Grants all-leather Busy Beaver shoes. No better buy for school! See for yourself.

**ONLY AT
W. T. GRANT CO.**



INSULATION to be used in the attic is delivered by Levitt's truck direct from his central supply yard, where 40 freight cars unload materials each day.



TANKFUL OF OIL for furnace is delivered to a new house by Levitt to make it completely ready to live in before the occupant arrives to take possession.



LANDSCAPING CREW is the last of Levitt's teams to work on a house. They plant grass, trees and shrubs, all of which are included in the sales price.

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are Showing!**



Embarrassing, isn't it?

YOU NEED SHINOLA



• In SUMMER, Shinola White will keep your shoes really white and new-looking. This scientific white shoe cleaner is made of the whitest white pigment available. And all YEAR ROUND, there's a Shinola product for every type and color shoe. You'll find it pays to KEEP 'EM SHINING WITH SHINOLA.

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Nerve Racking HEADACHE?

take quick-acting **"BC"**

The same **FAST** relief in **TABLETS OR POWDERS**



FOR HEADACHES, NEURALGIC PAINS, MINOR MUSCULAR ACHES
USE AS DIRECTED



TOURNAMENT... Pattern most popular with college men. Approved by College Board members Allen Koenig, University of North Carolina, and Bob Chappuis, All-American halfback from the University of Michigan.

Bates College Board Reports 1948 Campus Preferences

HIGHLANDS... Classic plaid selected by Barbara Coith, Rollins College, and Barbara Gartley of Stephens. Draperies are massed, tied back on one side only. Both Board members wear Bates cottons on campus.



Bates College Board previewed new patterns in bedspreads and matching draperies, then subjected them to actual student vote at leading colleges and universities.

Ten patterns won enthusiastic student approval, have been awarded the "Campus Tested—Campus Approved" tag. All are washable, colorfast, wrinkle-resistant... represent superior quality that meets college requirements.

BATES FABRICS, INC., 80 WORTH ST., NEW YORK

Ann Gestie, University of Michigan, wears Tic-Tac-Tommies styled by Harry Berger in Bates all-combed Sanforized broadcloth.



CAMPUS TESTED!



CAMPUS APPROVED!



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A starry night... a ring cool and new on your finger... that's how dreams begin.

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You'll use your sterling every day... 1095 times a year. So it must have *beauty of design* that never goes out of style... *quality* that gives generations of service and satisfaction.

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International Sterling

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NORTHERN LIGHTS

NORTHERN LIGHTS: SUPERB PATTERN, AGLEAM WITH FINE CARVING THAT CATCHES THE LIGHT. LOOKS, FEELS LUXURIOUS.



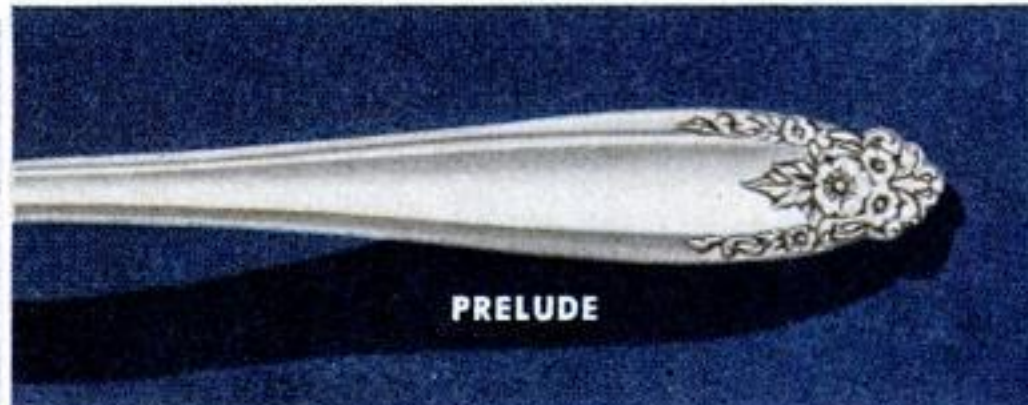
COURTSHIP

COURTSHIP: A GRACEFUL, DELICATE PATTERN THAT'S SIMPLE BUT NOT TOO PLAIN. TRIMMED AT SIDES WITH TINY, DELICATE FLOWERETS.



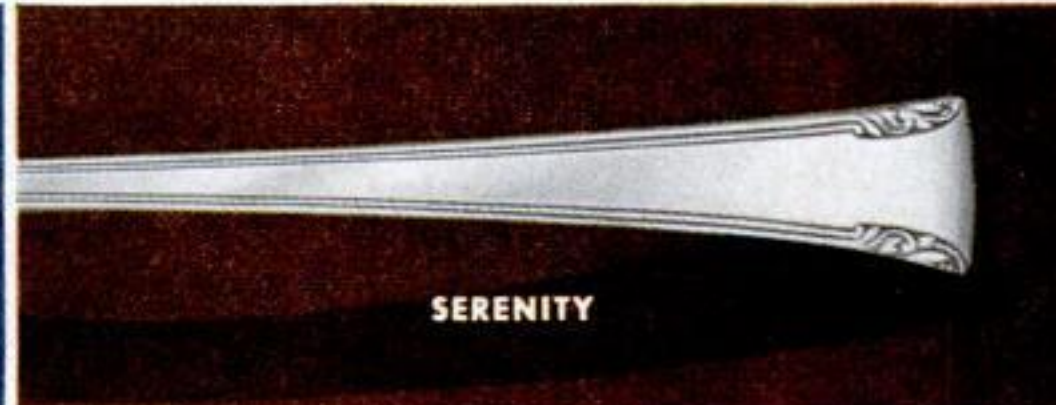
ROYAL DANISH

ROYAL DANISH: A RICH-LOOKING SCANDINAVIAN TYPE OF DESIGN, OPENWORK HANDLE. TRULY DESIGNED FOR DRAMA.



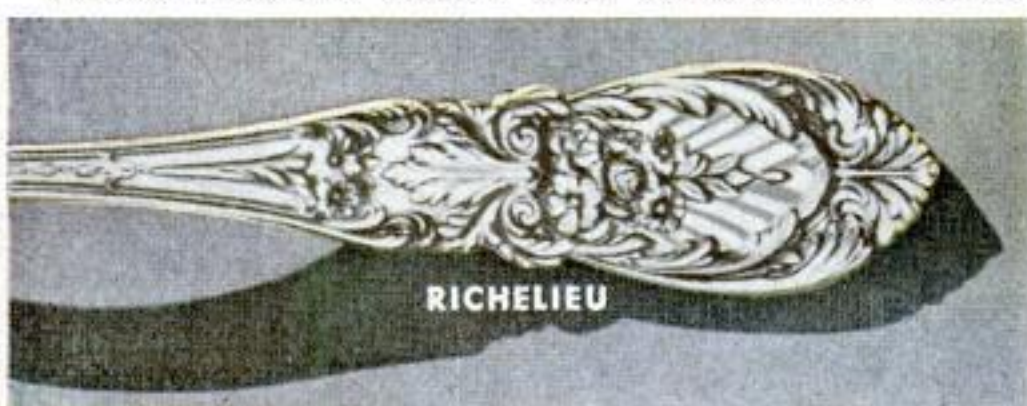
PRELUDE

PRELUDE: A ROMANCE PATTERN—CROWNED BY A DAINTY CLUSTER OF FLOWERS. PROBABLY AMERICA'S BEST-LOVED PATTERN.



SERENITY

SERENITY: A MARVELOUSLY PROPORTIONED PATTERN WITH A SIMPLE, ALMOST "TAILORED" LOOK. DELICATE TRACERY AT SIDES.



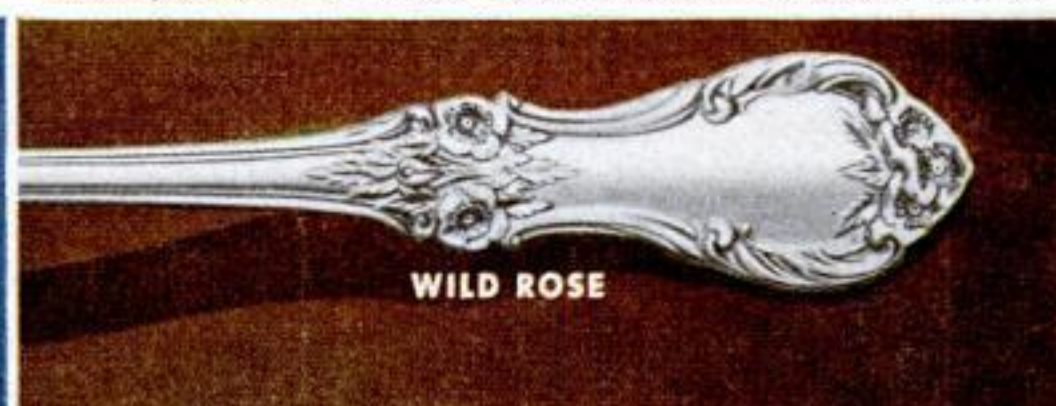
RICHELIEU

RICHELIEU: LUXURIOUS ORNAMENTATION, BEAUTIFULLY CARVED. INSPIRED BY THE FABULOUS LOUIS XIV PERIOD.



SPRING GLORY

SPRING GLORY: DARINGLY DIFFERENT; ITS DECORATION UNFOLDS INTO ONE PERFECT FLOWER. THE ESSENCE OF SPRINGTIME.



WILD ROSE

WILD ROSE: NEWEST INTERNATIONAL PATTERN; FEATURING TINY WILD ROSES. NOTICE THE PERFECTION OF EACH BLOSSOM.



AT THE SEASHORE RESORT OF ASKIM, TWO NAKED LITTLE SWEDISH GIRLS BALANCE A SEESAW WHILE THEIR ELDERS SUNBATHE

SWEDISH SUMMER

For two delirious months the dignified Swedes romp in the warm sun

Through 10 months of the year the Swedes are a practical, predictable people who live rather formally, drink conservatively and do a lot of serious social thinking. In the other two months they desert their neat cities for tents and hostels, romp around Maypoles and take off all or most of their clothes. The reason for this remarkable transformation is the sun, which in midsummer rises at about 3 a.m. and sets after 10 at night.

The Swedish *högssommar* (high summer) lasts only from June 23 to mid-August. This year, despite an economic crisis and worry about Russia's

intentions, the Swedes welcomed it as usual with rituals inherited from the Vikings (pp. 82, 83). Then they began moving out to the beaches, by train, bicycle or boat (pp. 88, 89). The children, like the two girls in the picture above, go naked all summer long and the adults wear just as little as possible (pp. 84, 85). Even the luckless ones left in town court the sun in open-air cafes (pp. 86, 87). But when summer ends the Swedes put on their clothes and their dignity and return to Stockholm and Gothenburg and Malmö, where a man without a necktie can't even get into a restaurant.



THE RISING SUN (*above*) is greeted early on June 24 by thousands of Swedes who have climbed hills to keep watch after Maypole dances. Earlier, 18-oared Viking boats (*below*) had brought parish members of the Leksand church to festival.



SWEDISH SUMMER CONTINUED



DANCERS GO ROUND AND ROUND THE 70-FOOT-HIGH MAYPOLE

MIDSUMMER'S EVE

An ancient festival salutes the sun



IN THE SMALL VILLAGE OF LEKSAND, MOVING SO FAST THAT THEY FORM A CIRCULAR BLUR IN THE CENTER OF THIS TIME EXPOSURE

Although the Swedes celebrate the end of their dark and gloomy winter on April 30, they sensibly delay their great welcome to summer until June 23, when it has really begun to warm up. On "Midsummer's Eve," as they have for centuries, people gather around Maypoles in villages all over Sweden. Many devout churchgoers, dressed in folk costume, arrive in fanciful boats (*lower left*). When the garlanded Maypole is raised the Swedes

give three thunderous cheers for summer and the band begins to play. The dance that follows (*above*) makes the Swedish earth shake. As the evening wears on some dancers drop out and others take their places. Eventually most Swedes wind up on hilltops to watch for the sunrise (*opposite page, top*). They hold hands, sip coffee and talk. When the sun finally appears (this year at 2:55 a.m.), they all stand and sing the national anthem.



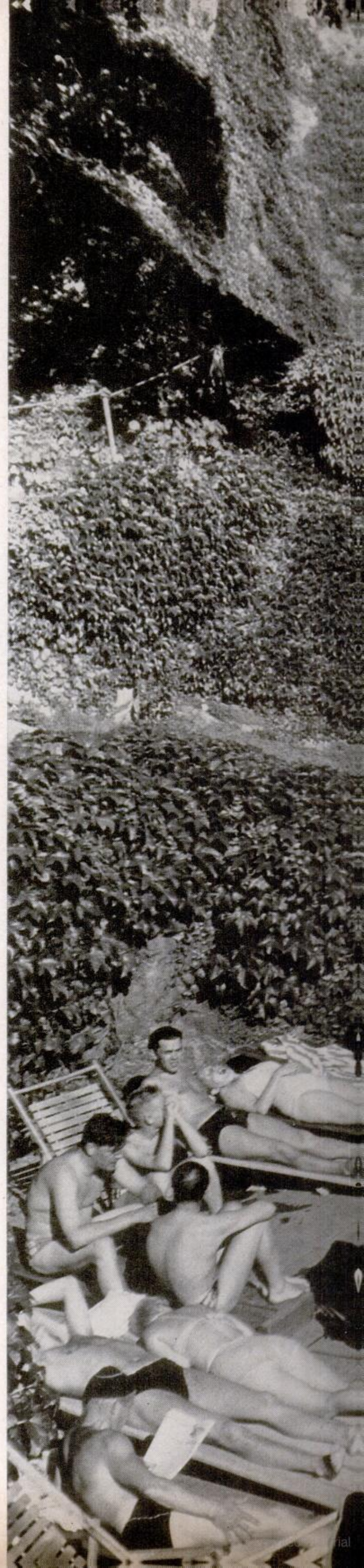
A STOCKHOLM POSTAL WORKER NAMED SOLVEIG LUNDQVIST HUGS HER TANNED LEGS

SUN IN THE CITY

For jobholders Stockholm has fine park and pool

Although no one in Sweden takes his work very seriously in the summer, everyone cannot leave town. This does not mean, however, that city workers are denied their place in the sun. Offices close at 4 p.m., and on nice days the hot sunshine lasts until 8. In Stockholm the most popular place for sunbathing and swimming is a large, woodsy downtown park called the

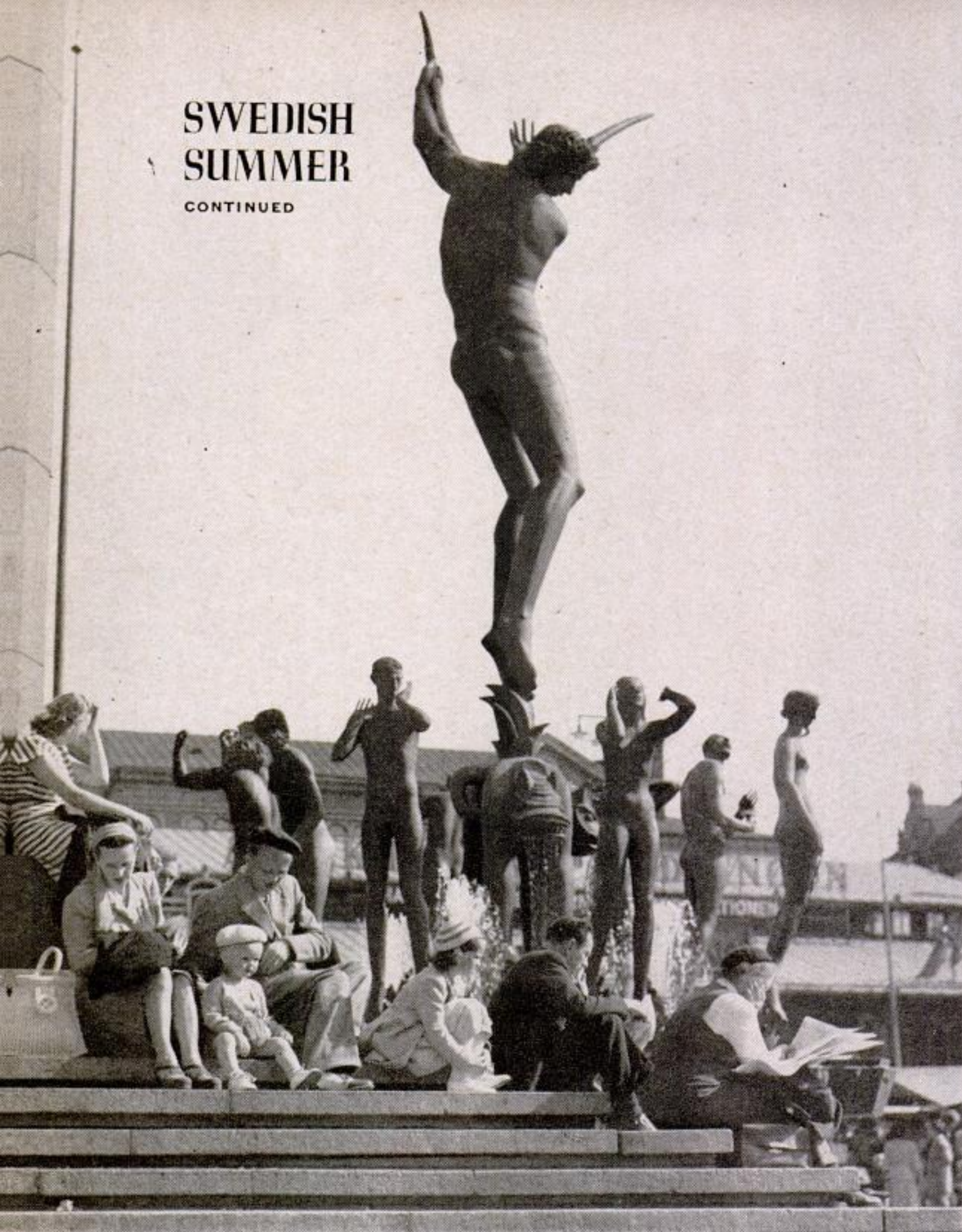
Vanadisbadet, which has a fine pool, a good restaurant and a rocky grass-topped hill. Use of the Vanadisbadet's facilities costs less than 25¢ for adults and less than a dime for children. Many people loll like seals on the curved terraces above the pool (*right*). Others, among them Solveig Lundqvist who is wearing an almost invisible bathing suit in the picture above, prefer the hill.





SWEDISH SUMMER

CONTINUED



MOMENTS OF SUNSHINE are snatched eagerly by Stockholm residents, basking here fully clothed on concert hall steps around Milles' sculpture of Orpheus.



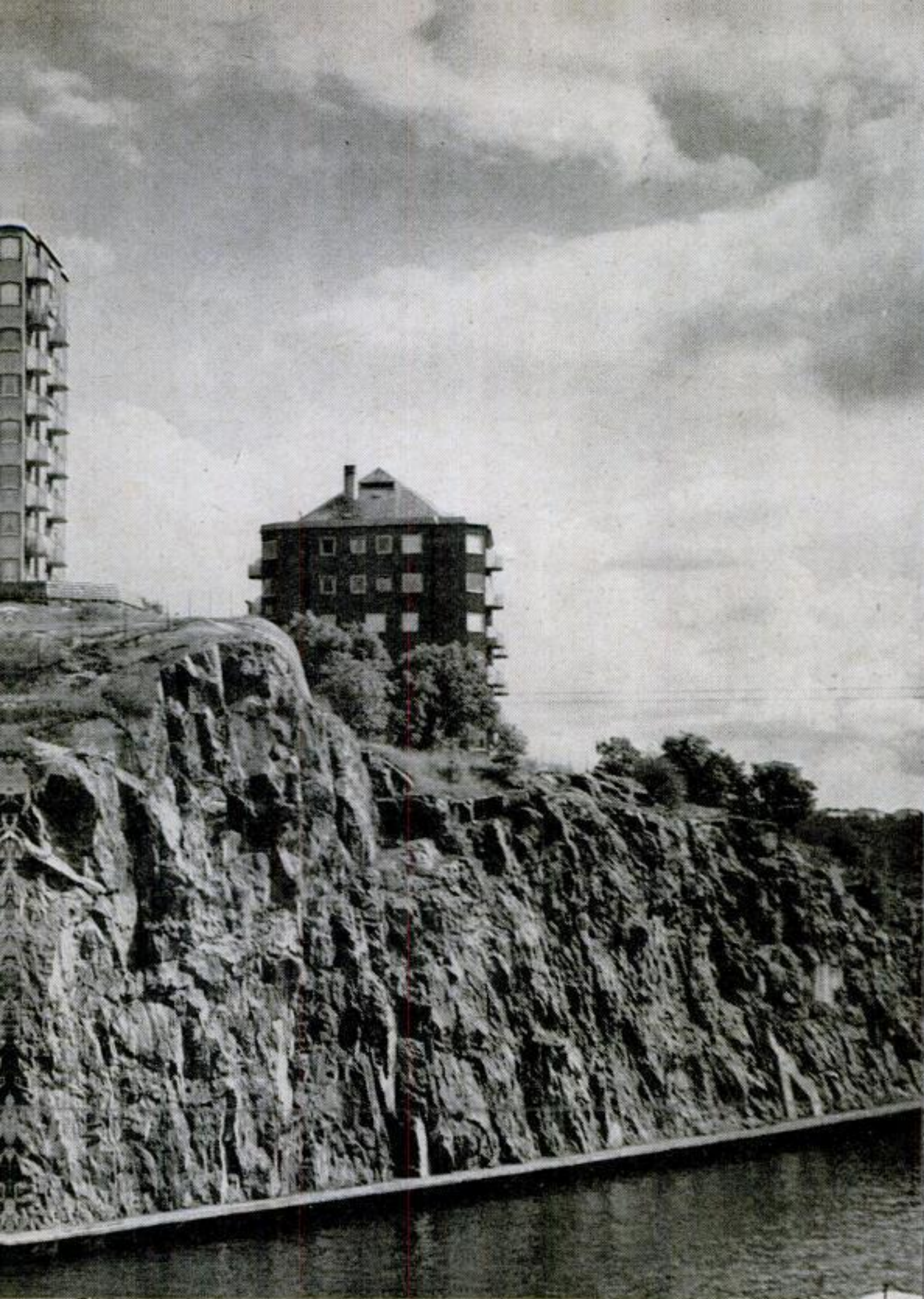
SUNNY BALCONIES are famed characteristic of Swedish apartment houses like these modernistic structures perched on cliff in the Söder district of Stockholm.



ROOFTOP RESTAURANT is a great attraction for Swedish and foreign tourists in Stockholm. Customers ascend in lift (center) to reach roof and promenade.



SUMMER RESORT on island of Smögen, northwest of Gothenburg, looks like a section of the Maine coast with the trees and soil stripped away. Despite its bleak



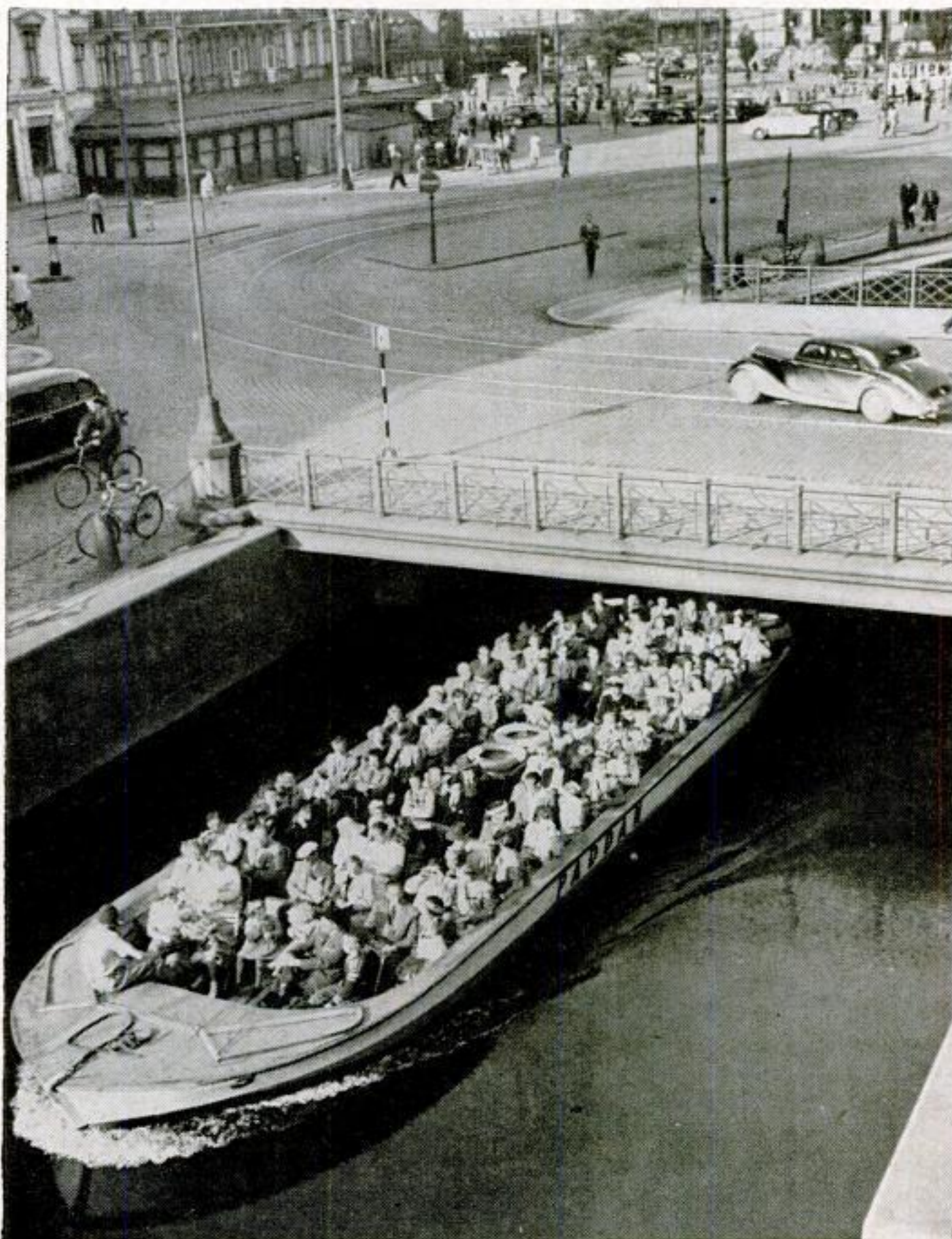
Although the enclosed balconies are used to sun small children in the fall and spring, most families abandon their apartments for the seashore in the summer.



appearance and rocky shore line, the island is popular with Swedes who sunbathe cheerfully on the rocks, swim in the chill waters and sail through its many inlets.



"THE SUN WORSHIPPER" is appropriate title of this dramatic Milles statue, in Stockholm's Strömparterren park where city-dwellers dine in outdoor cafe.



A SIGHTSEEING BOAT moves through Gothenburg's historic canals, heavily laden with tourists, most of them Swedes. The trip costs only two kroner (56¢).



STEAMER DOCKS AT THE PORT OF VISBY ON GOTLAND ISLAND AND DISGORGES HUNDREDS OF VACATIONERS AND THEIR BICYCLES

IN THE COUNTRY

Swedes follow the sun on bicycles

When they pursue the sun into the country, and everyone who can does, the majority of Swedes travel by bicycle. Popular resorts include the island of Gotland (*above*) in the Baltic for wealthier vacationers, and such seaside colonies as Askim (*below*), near Gothenburg, where space for a tent can be rented for a pittance. But wherever or however they go, Swedes like the 15-year-olds opposite never stop looking hungrily into the bright sky.



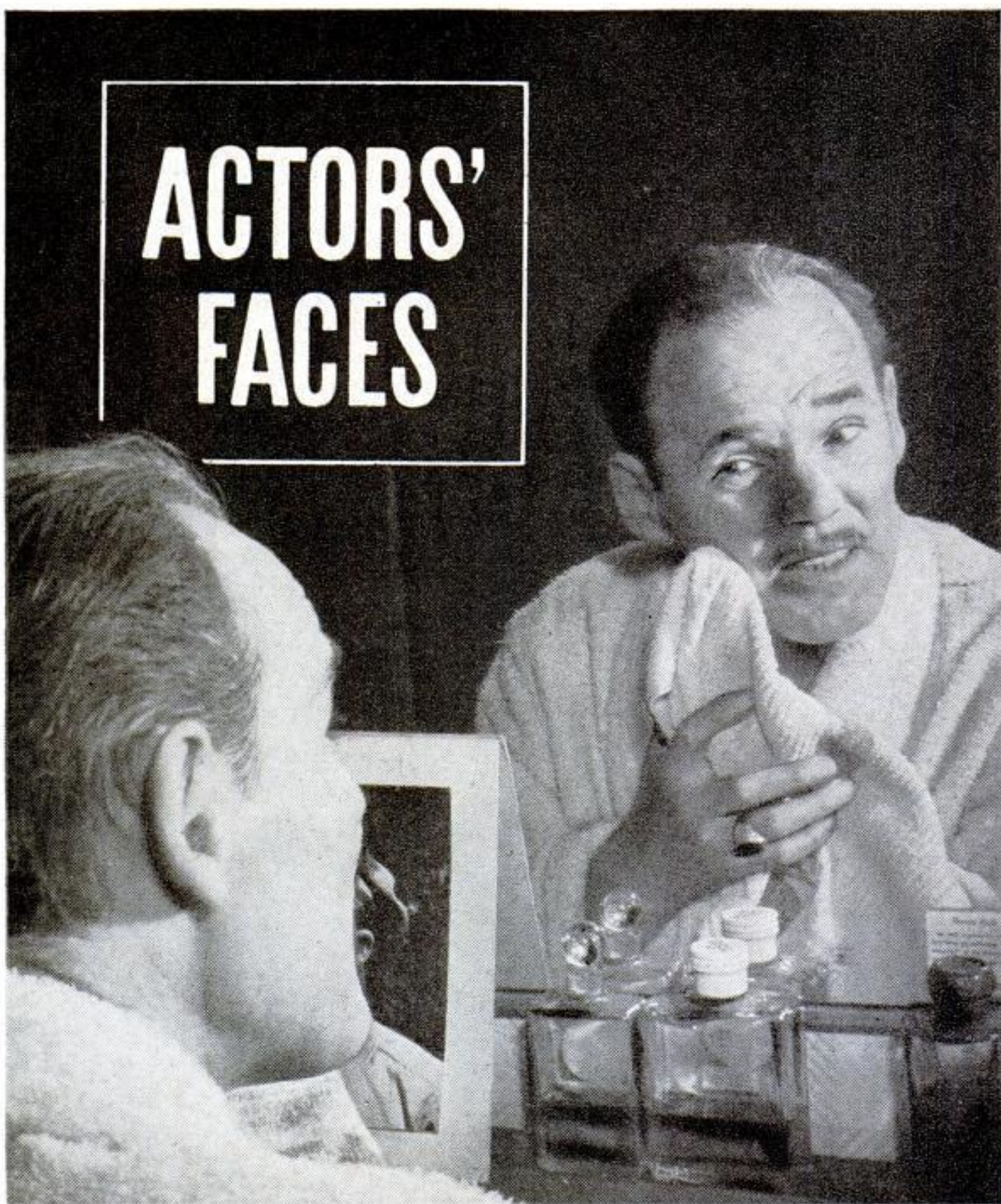
A HOLIDAY CITY of tents grows on the shores of the Kattegat sea, near Gothenburg. One person in every two has a bicycle, and vacationers somehow manage

to load their blankets, children and tents on these inexpensive vehicles. At the beach they are able to rent the tent sites for as little as \$2 for the whole season.

TWO TEEN-AGE STUDENTS RIDE
TOWARD THE SEA AND THE SUN



ACTORS' FACES



HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, well-known star of stage and screen. "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates... takes the fight out of the toughest whiskers."

A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams Shaving Cream is made . . . with a unique

skill resulting from over one hundred years' experience.

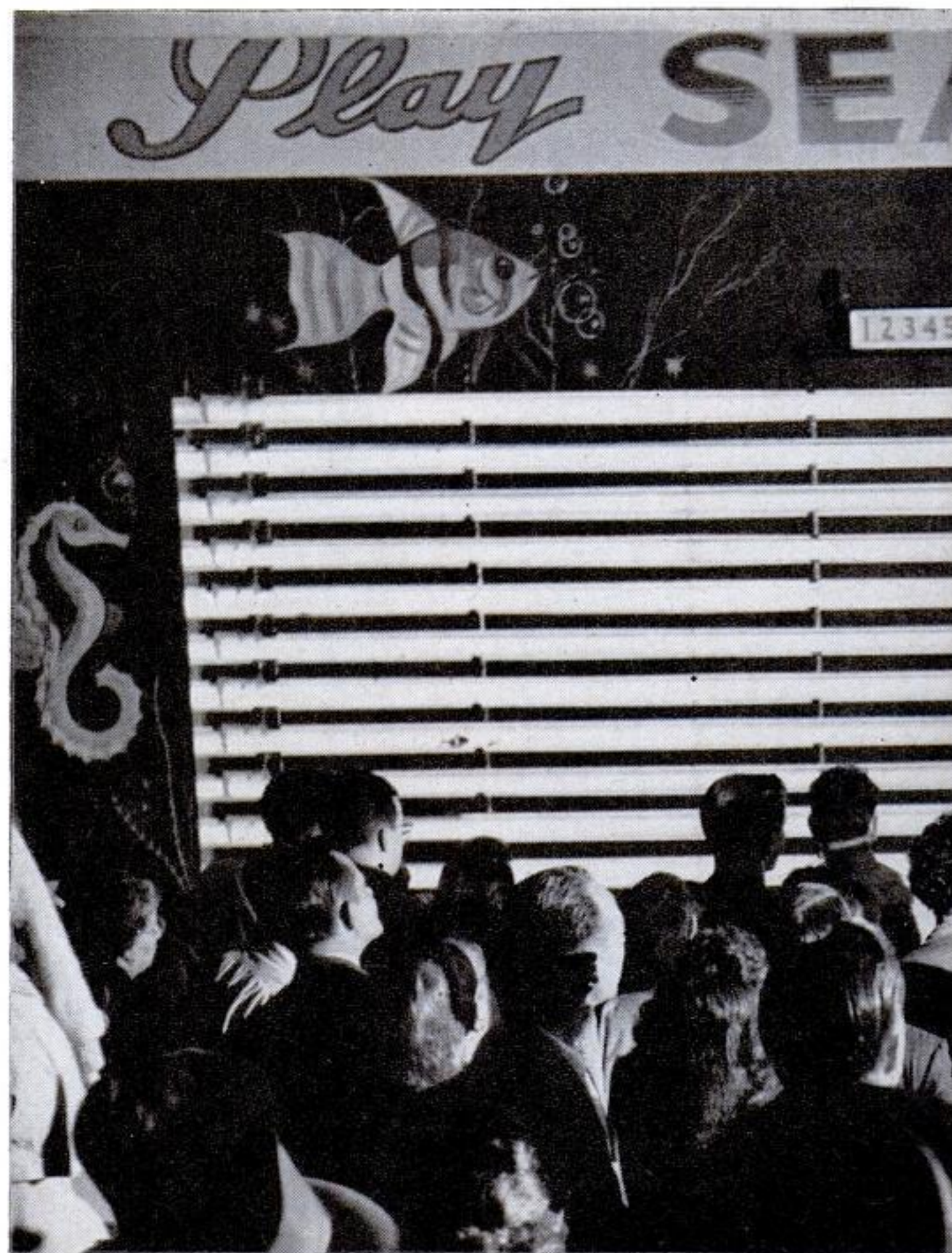
Smooth, comfortable shaves

Williams creamy, soaking lather softens tough beards *completely*. It lets your razor shave closely and cleanly—and it leaves your face feeling smoother and refreshed. Get a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



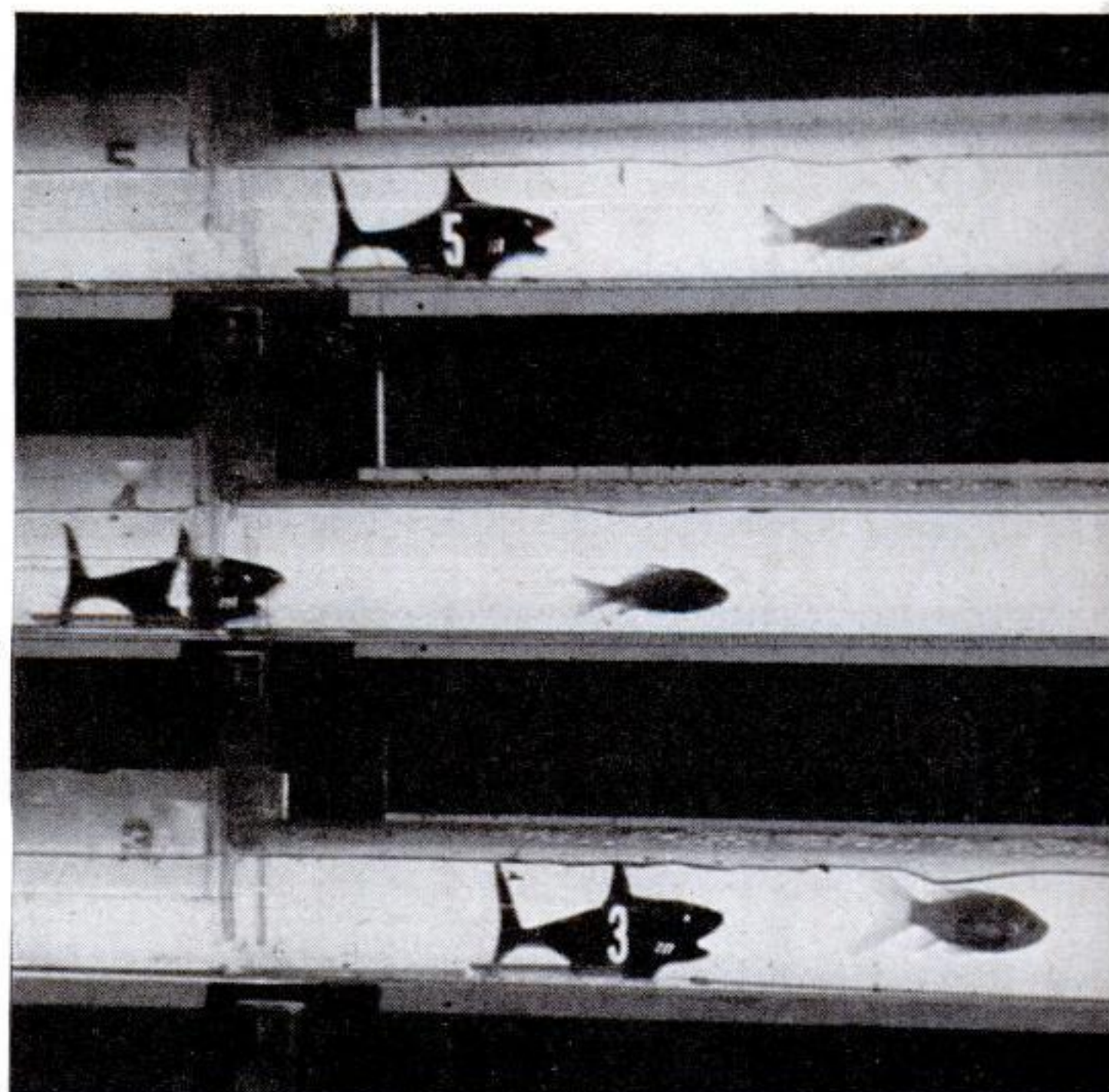
For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.



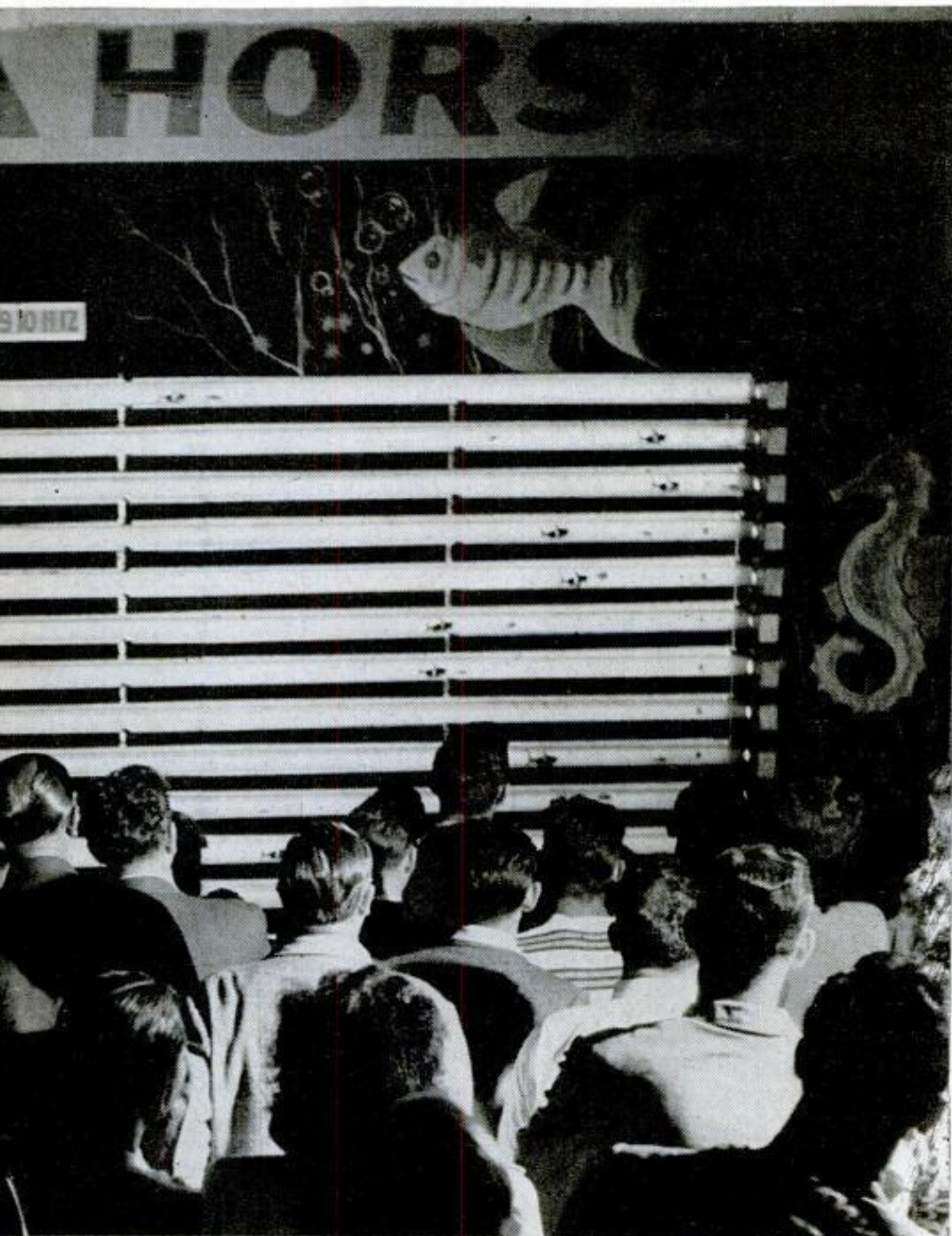
SPECTATORS AND PLAYERS CRANE THEIR NECKS TO WATCH EXCITING

GOLDFISH SWEEPSTAKES

Mechanical sharks chase goldfish in plastic tubes as fish racing comes to Atlantic City

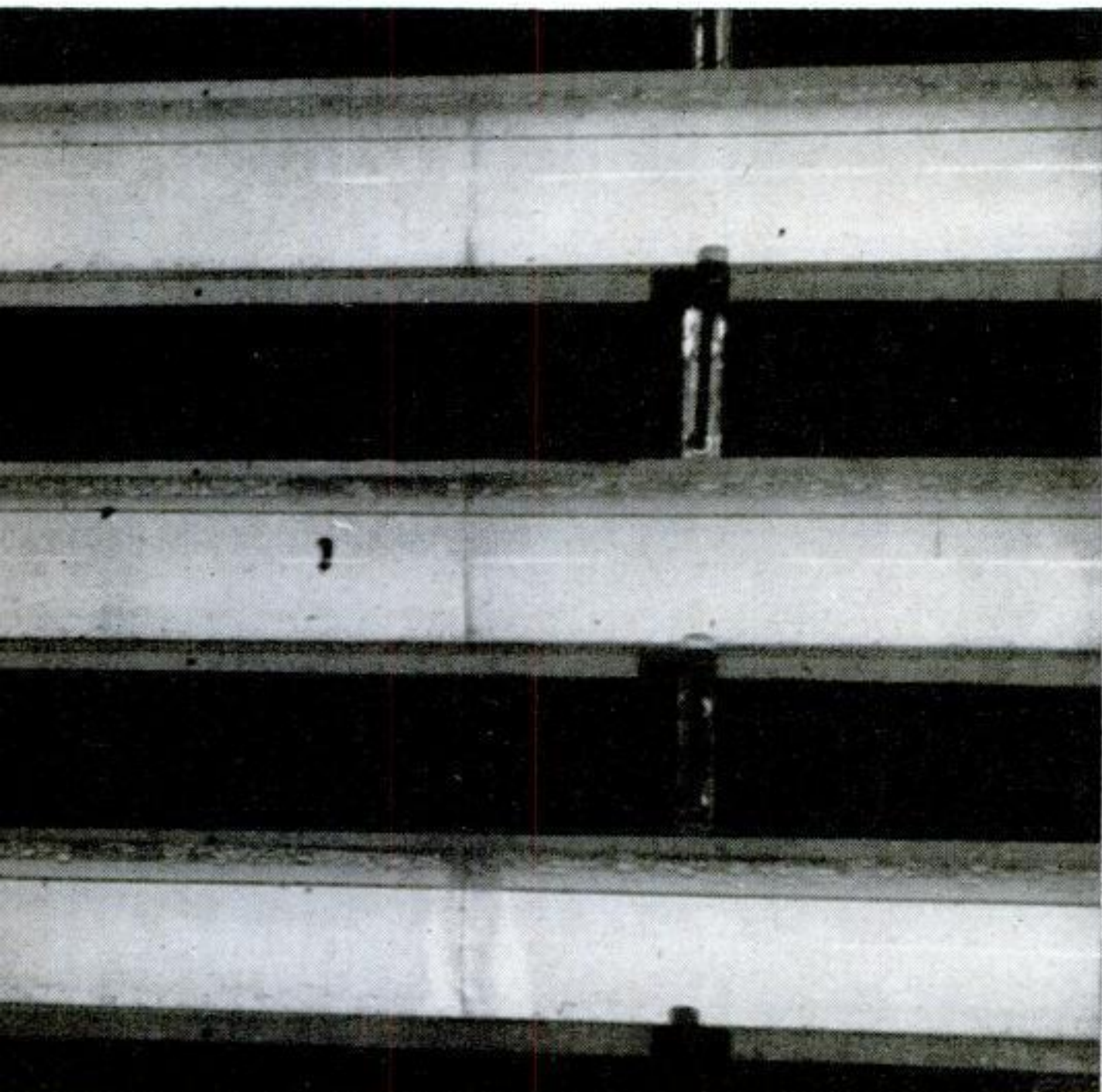


FISH RACE STARTS as the gates of the starting pens at left end of plastic tubes are lifted electrically, allowing the 12 goldfish to escape. Sharks chase

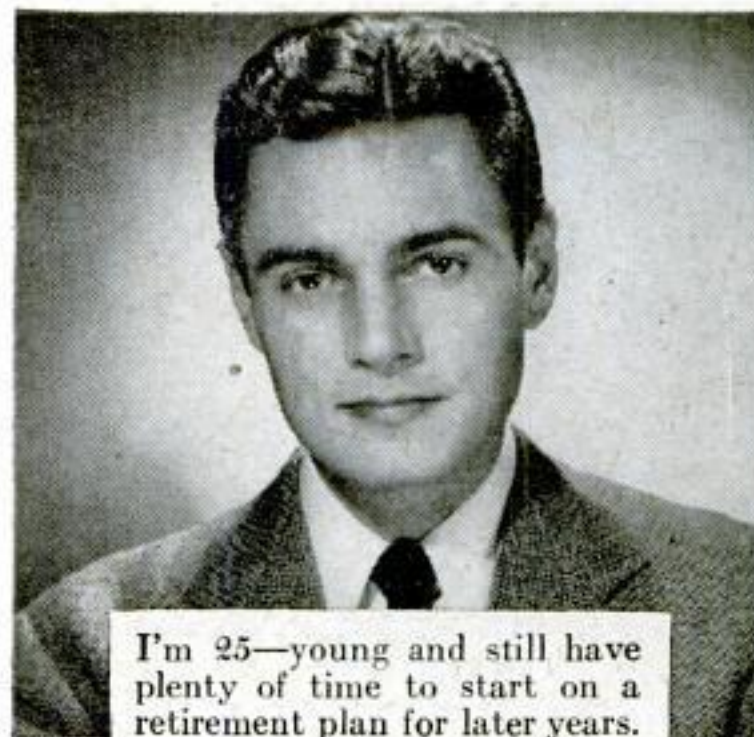


NIP-AND-TUCK FINISH OF A FISH RACE. THE PLAYERS PAY 15¢ A RACE

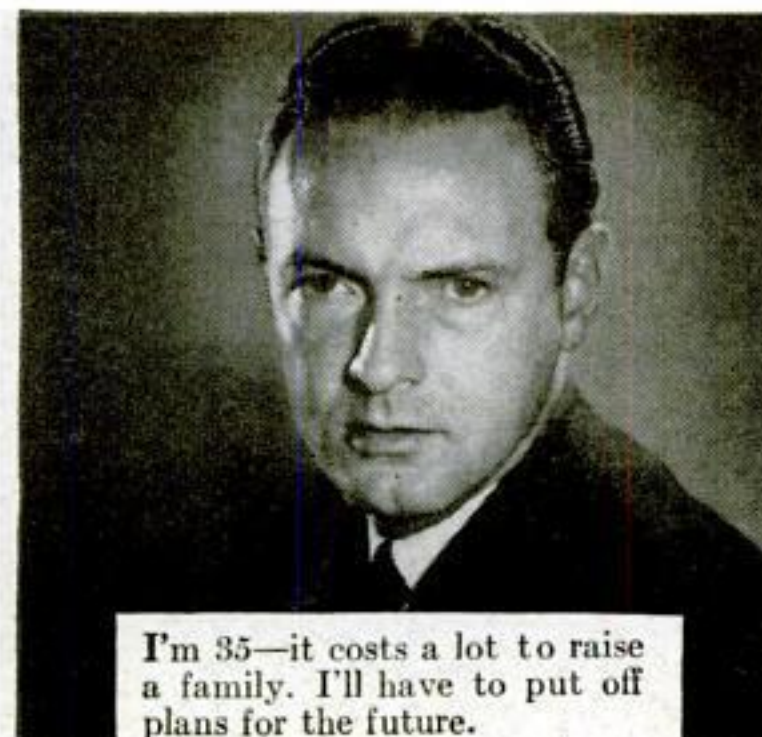
The world's first fish track opened at Hamid's Million Dollar Pier in Atlantic City, N. J. three weeks ago. Already the new sport has acquired an enthusiastic following of ichthyophiles to whom it affords the thrills of horse racing. The track itself consists of 12 20-foot plastic tubes, transparent and filled with water. Each tube contains a live goldfish and a mechanical, plastic shark. The players act as jockeys. By manipulating control sticks on a counter in front of machine, they make the sharks chase the goldfish through the tubes. First goldfish scared across finish line trips an electric eye, flashes his number on scoreboard.



fish when players move control handles to right. A fish takes from 15 seconds to two minutes to swim the length of a tube, depending on how scared he is.



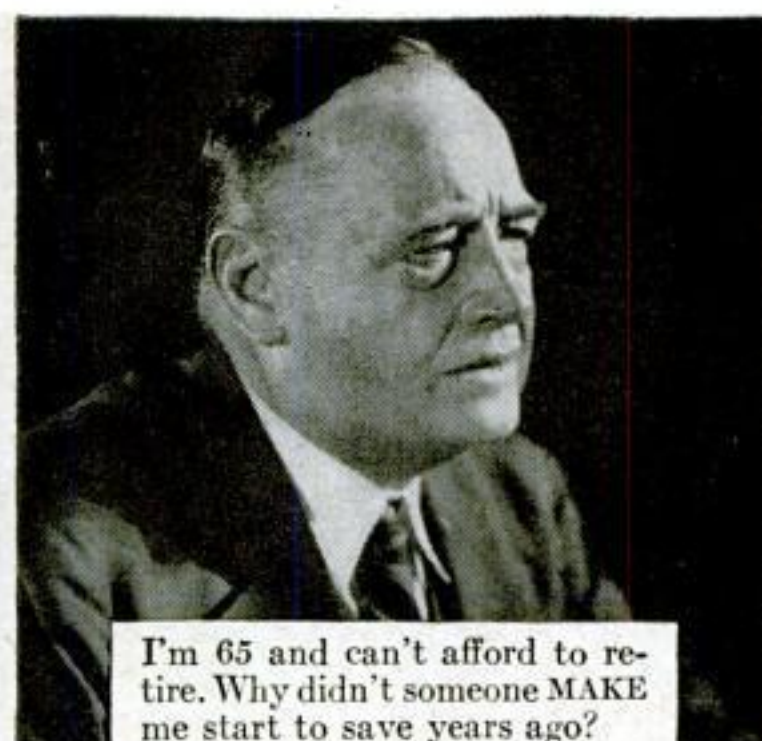
I'm 25—young and still have plenty of time to start on a retirement plan for later years.



I'm 35—it costs a lot to raise a family. I'll have to put off plans for the future.



I'm 50 now—wish I had started a retirement program when I was younger—maybe next year.



I'm 65 and can't afford to retire. Why didn't someone MAKE me start to save years ago?

Get the most out of life

A Penn Mutual Retirement Income Plan guarantees money for you when you reach retirement age whether you wish to stop working or not—guarantees financial security for your family in the meantime. Money for *them* when they need it—money for *you* when you need it. Don't do as so many others have done—wait to think about retirement income when you want to take things easy. Send for complete details. Mail the coupon below.

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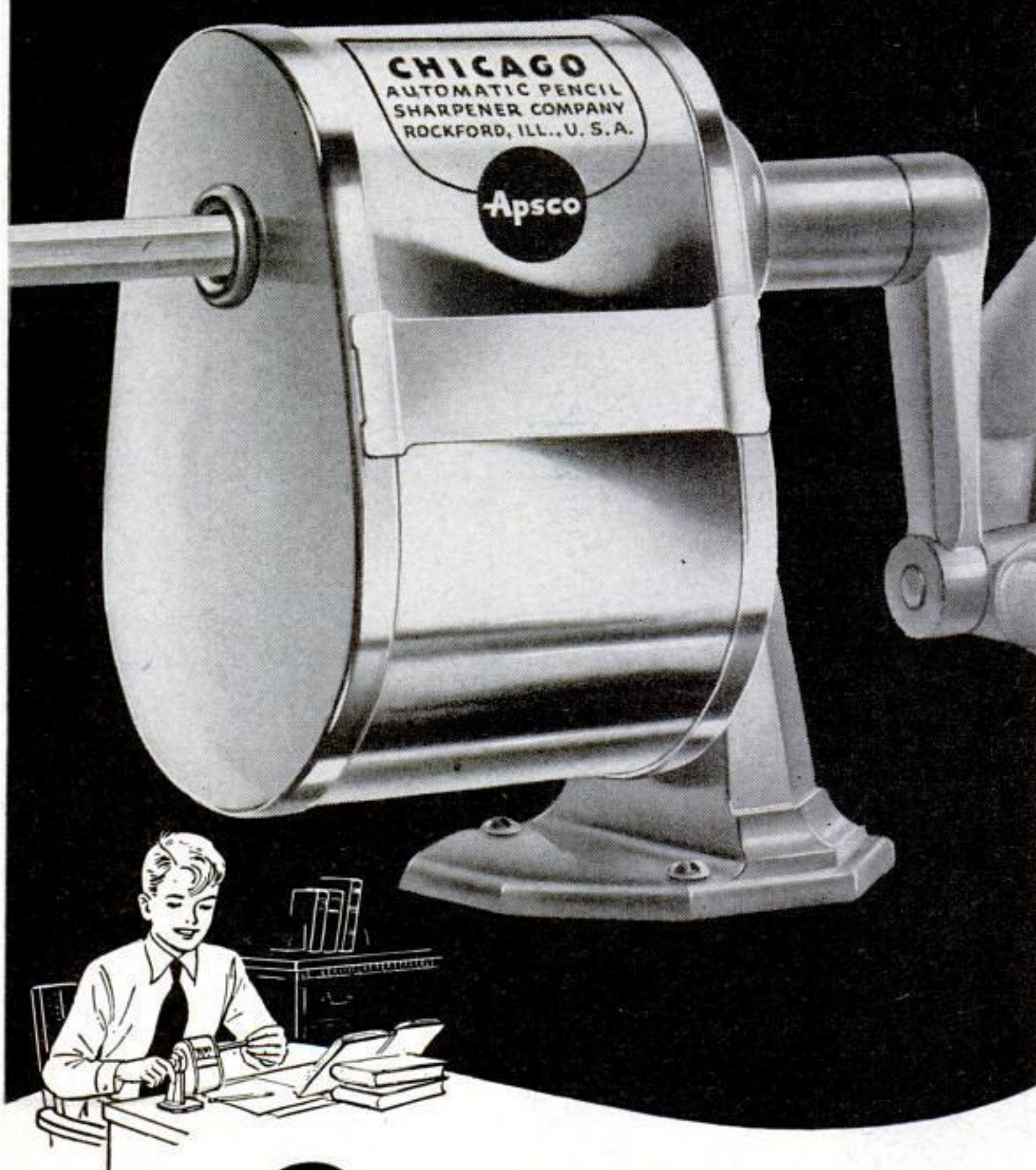
The Penn Mutual Life Insurance Company
Independence Square, Phila. 5, Pa., Department L-1

I can save per week ☐ \$2 ☐ \$3 ☐ \$5 ☐ \$10 ☐ \$15 ☐ \$25 ☐ ?
How much guaranteed life income would I receive each month at age ☐ 55 ☐ 60 ☐ 65 (Check one)

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Address _____

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Apsco "Premier" model with automatic feed



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World's Largest Producer of Pencil Sharpeners

OLYMPIC GOLD MEDAL WINNERS

(SEE PAGES 28-32)

TRACK AND FIELD

MEN'S EVENTS

100-meter dash—Harrison Dillard, U.S.
200-meter dash—Mel Patton, U.S.
400-meter dash—Arthur Wint, Jamaica
800-meter run—Mal Whitfield, U.S.
1,500-meter run—H. Eriksson, Sweden
5,000-meter run—G. Reiff, Belgium
10,000-meter run—E. Zatopek, Czech.
Marathon—D. Cabrera, Argentina
110-meter hurdles—Bill Porter, U.S.
400-meter hurdles—Roy Cochran, U.S.
3,000-meter steeplechase—Thure Sjostrand, Sweden
10,000-meter walk—J. F. Mikaelsson, Sweden
50,000-meter walk—J. A. Ljunggren, Sweden
High jump—Jack Winter, Australia
Broad jump—Willie Steele, U.S.
Hop, step, jump—A. Ahman, Sweden
Pole vault—Guinn Smith, U.S.
Javelin—Kaj Rautavaara, Finland
Discus—Adolfo Consolino, Italy
Shot-put—Wilbur Thompson, U.S.
Hammer—Imre Nemeth, Hungary
Decathlon—Bob Mathias, U.S.
400-meter relay—U.S.
1,600-meter relay—U.S.

WOMEN'S EVENTS

100-meter dash—Fanny Blankers-Koen, Netherlands
200-meter dash—F. Blankers-Koen
80-meter hurdles—F. Blankers-Koen
High jump—Alice Coachman, U.S.
Broad jump—V. O. Gyarmati, Hungary
Discus—Micheline Ostermeyer, France
Javelin—H. Baume, Austria
Shot-put—M. Ostermeyer, France
400-meter relay—Netherlands

SWIMMING AND DIVING

MEN'S EVENTS

100-meter free style—Walter Ris, U.S.
100-meter backstroke—A. Stack, U.S.
200-meter breast stroke—Joe Verdeur, U.S.
400-meter free style—Bill Smith, U.S.
1,500-meter free style—J. McLane, U.S.
800-meter relay—U.S.
Springboard diving—B. Harlan, U.S.
Tower diving—Sammy Lee, U.S.
Water polo—Italy

WOMEN'S EVENTS

100-meter free style—Greta Andersen, Denmark
100-meter backstroke—Karen Harup, Denmark
400-meter free style—Ann Curtis, U.S.
200-meter breast stroke—Nel Van Vliet, Netherlands
400-meter relay—U.S.
Springboard diving—Vicki Draves, U.S.
Tower diving—Vicki Draves

CANOEING

MEN'S EVENTS

10,000-meter kayak singles—Gert Fredriksson, Sweden
10,000-meter kayak pairs—Sweden
10,000-meter Canadian singles—Frantisek Capek, Czech.
10,000-meter Canadian pairs—U.S.
1,000-meter kayak singles—Gert Fredriksson, Sweden
1,000-meter kayak pairs—Sweden
1,000-meter Canadian singles—Josef Holecek, Czech.
1,000-meter Canadian pairs—Czech.

WOMEN'S EVENT

500-meter kayak singles—Karen Hoff, Denmark

ROWING

Eight oars—U.S.
Fours with coxswain—U.S.
Fours without coxswain—Italy
Pairs with coxswain—Denmark
Pairs without coxswain—Great Britain
Double sculls—Great Britain
Single sculls—Mervyn Wood, Australia

WEIGHT LIFTING

Bantamweight—Joe de Pietro, U.S.
Featherweight—M. S. Fayad, Egypt
Lightweight—I. Shams, Egypt
Middleweight—Frank Spellman, U.S.
Light heavyweight—S. Stanczyk, U.S.
Heavyweight—John Davis, U.S.

BOXING

Flyweight—Pascual Perez, Argentina
Bantamweight—Tibor Csik, Hungary
Featherweight—E. Formenti, Italy
Lightweight—J. Dreyer, South Africa
Welterweight—Julius Torma, Czech.
Middleweight—Lazlo Papp, Hungary
Light heavyweight—George Hunter, South Africa
Heavyweight—R. Iglesias, Argentina

WRESTLING

FREE STYLE

Flyweight—V. L. Viitala, Finland
Bantamweight—N. Akkar, Turkey
Featherweight—G. Bilge, Turkey
Lightweight—Celal Atik, Turkey
Welterweight—Yasar Dogu, Turkey
Middleweight—Glenn Brand, U.S.
Light heavyweight—Henry Wittenberg, U.S.

Heavyweight—George Bobis, Hungary

GRECO-ROMAN

Flyweight—Pietro Lombardi, Italy
Bantamweight—K. A. Petersen, Sweden
Featherweight—M. Octav, Turkey
Lightweight—G. Freij, Sweden
Welterweight—G. Andersson, Sweden
Middleweight—A. Groenberg, Sweden
Light heavyweight—Karl Nilsson, Sweden
Heavyweight—Ahmet Kirecci, Turkey

YACHTING

Firefly—Denmark
Dragon—Norway
Star—U.S.
Swallow—Great Britain
Six-meter—U.S.

EQUESTRIAN

Individual dressage—Capt. Hans Moeser, Swt.
Team dressage—Sweden
Three-day individual championship—Capt. B. M. Chevalier, France
Three-day team championship—U.S.
Prix des Nations—H. M. Cortes, Mexico
Prix des Nations, team—Mexico

CYCLING

1,000-meter sprint—M. Ghella, Italy
2,000-meter tandem—Italy
4,000-meter pursuit—France
Road race, individual—J. Beyaert, France
Road race, team—Belgium

SHOOTING

Full-bore rifle—Emil Grunig, Swt.
Rapid-fire pistol—L. Takacs, Hungary
Small-bore rifle—Arthur E. Cook, U.S.
Free pistol—E. Vasquez Cam, Peru

FENCING

MEN'S EVENTS

Saber, team—Hungary
Saber, individual—Aladar Gerevich, Hungary
Epee, individual—Luigi Cantone, Italy
Epee, team—France
Foil, individual—Jean Buhan, France
Foil, team—France

WOMEN'S EVENT

Individual foil—Ilona Elek, Hungary

MISCELLANEOUS

Pentathlon—Capt. W. Grut, Sweden
Soccer football—Sweden
Field hockey—India
Basketball—U.S.
Men's gymnastics—Finland
Women's gymnastics—Czech.

Look Smarter

Feel Better*

**Why more men
choose Jarman shoes
every season*

Jarman
SHOES FOR MEN



LEFT: Style 4120.
Ghillie tie, rawhide lace,
storm welt, rope stitching.

CENTER: Style 4176.
Hand-sewn vamp, rocker
last, leather top soles.

RIGHT: Style 4185.
Embossed vamp design with
extra thick rubber soles.

Rugged styles as tough as their name

Jarman
Leathernecks

Thicker soles, heavy stitching and smart, distinctive lines give these Jarman "Leathernecks" the new bold look demanded by style-wise young men going back to school.

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"CROQUET ON THE LAWN," by Haddon Sundblom. Number 20 in the series "Home Life in America," by noted American illustrators.

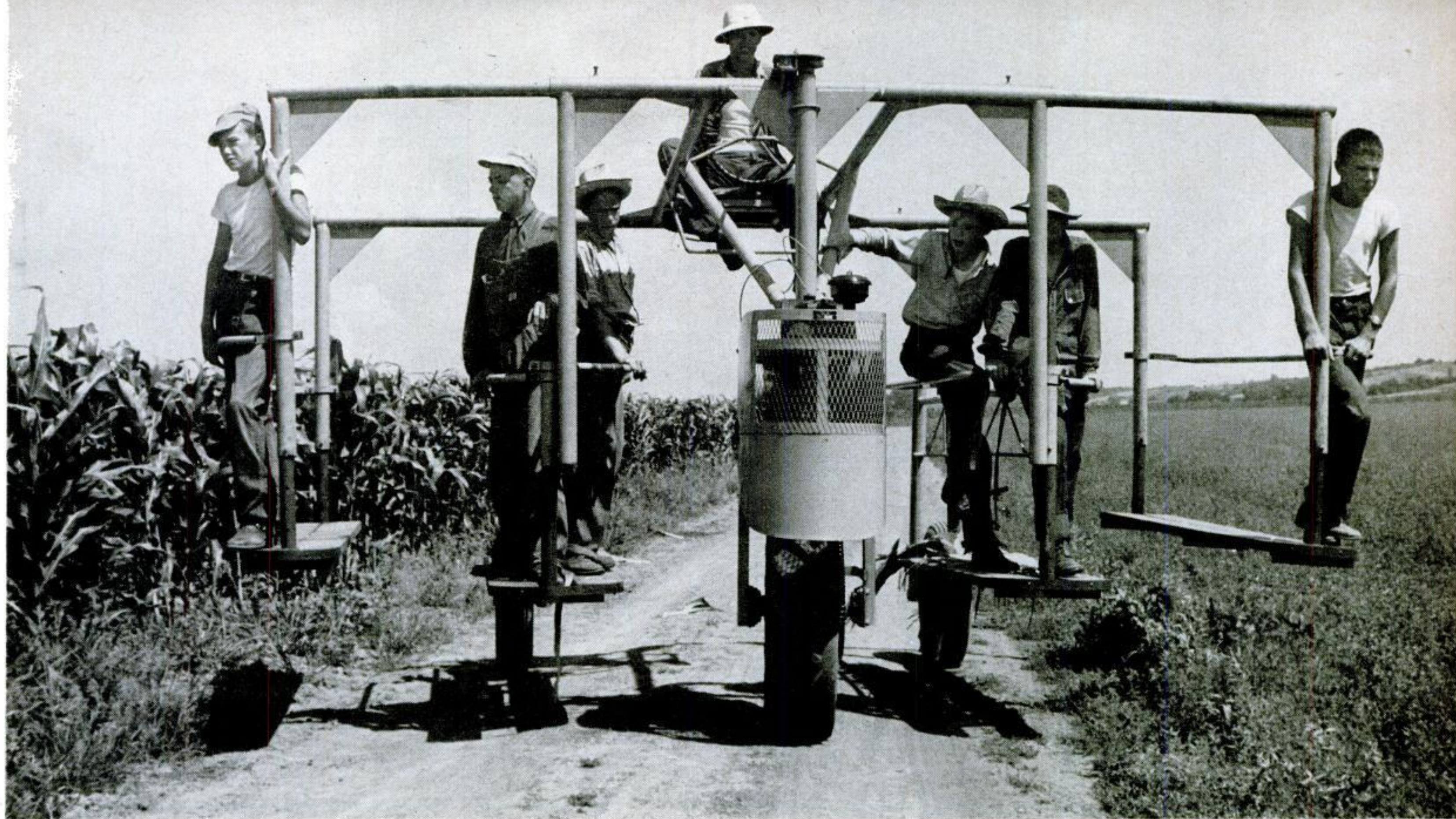
Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION





THIS CONTRAPTION carries youngsters down rows of corn so they can pull off corn tassels. Object is to cross two varieties of corn, so tassels are left on rows of one

variety. Their pollen, spread by wind, fertilizes ears of detasseled variety. Result is hybrid seed corn. Except for wheels and motor, these machines are built on the farm.

REVOLUTION on the FARM

Seeds are hybrids, the hired hand is a mechanic and cattle eat corncobs on the American farm today. Result: 1948's crop is biggest in history

by JOHN DOS PASSOS

GREEN and immense, undulating in low smooth swells to the horizon the corn-belt landscape swings past the windows of the empty club car. The economist and I sit talking at a table with our eyes on the quaking green of young corn, frizzly reaches of alfalfa, dark green oats, wheat already a little blond here and there where it is beginning to ripen. The economist is a round pale man with round pale glasses. He taps on the menu card with the point of his pencil.

"Even here in the heart of one of the richest farming sections of the world," he is saying, "you can see on every hand the results of poor farming practice. . . . Look to the right over there at the erosion on the top of that bank where the yellow subsoil shows through the black dirt. It took the prairie grasses 20 centuries to make the humus in that black loam. Look what we've done to it in one century. . . . That cornfield to the left; right from here I can see the hunger signs, the purple at the base of the stalk that means lack of phosphates, the brown-edged leaves that indicate potash deficiency. Not enough nitrogen in that pasture. Cattle paths beginning to show. . . . Measure the eroding land against the

rising population. Even the population of the United States is beginning to rise against the food supply. Three and one-half million births a year. . . . Between '38 and '46 in spite of widespread war the population of the world went up by something like 106 million—almost three-fourths the population of the United States. How are you going to beat that? You tell me now. You have the floor."

The next morning when I stumbled off the sleeper into the red early sunlight at Coon Rapids, Iowa, the first thing I heard was the voice of my farmer friend Bob Garst: "Farming has become the most exciting occupation in the world. . . . Something new all the time." He was talking to the elderly station agent. As I stepped up he grabbed my hand and my bag. "Here you are. That's great. Just in time for a cup of coffee before we kinder look around the farms."

"What I want to find out, Bob, is what kind of things you people who grow our food are doing to keep up with the increasing needs of this country and of the world?"

"Let's drive around and look at the farms. Maybe we'll find an answer."

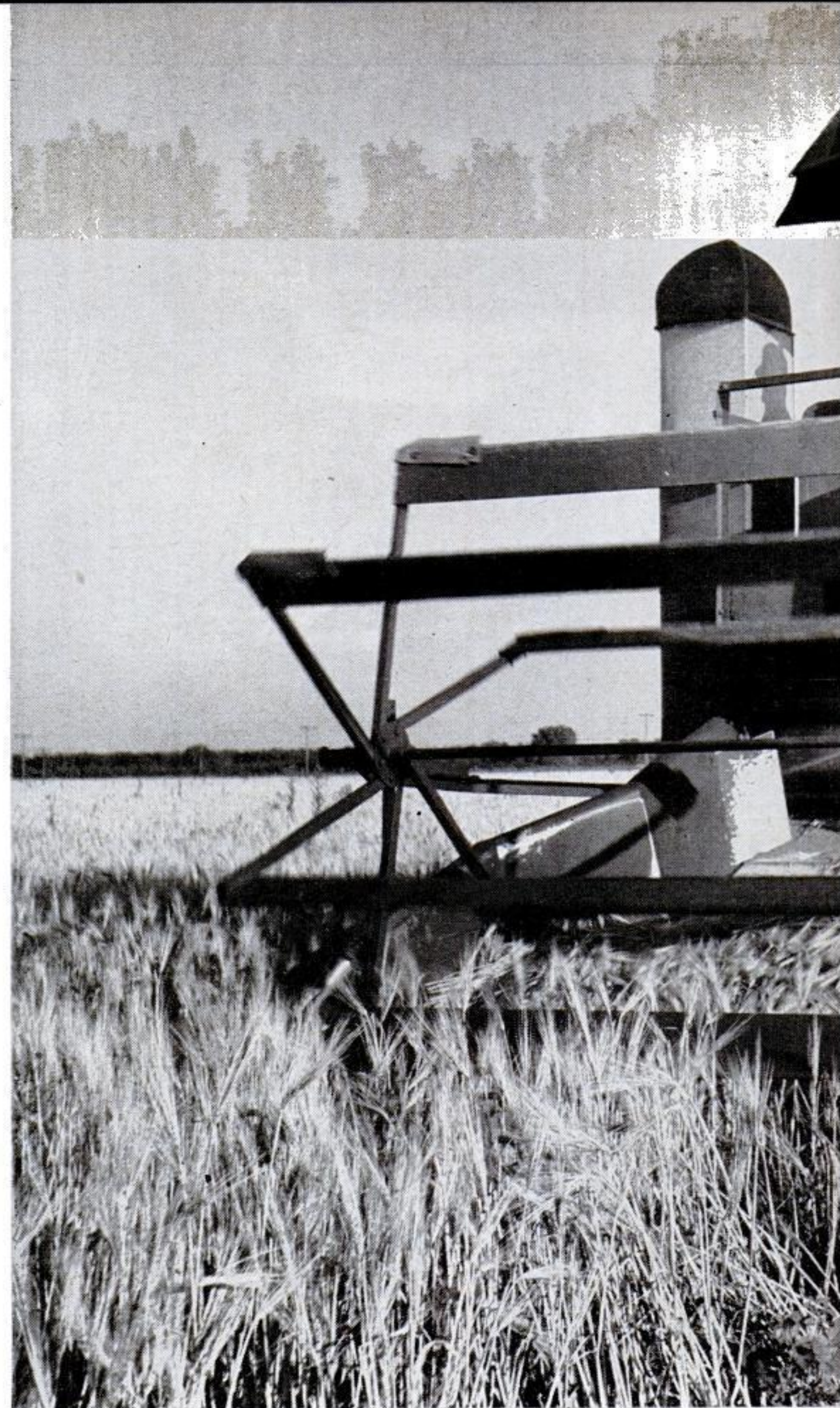
The main street of Coon Rapids is very much like the main



DETASSELERS are shown here at work in a field. Hybrid corn started the farm revolution, is chiefly responsible for increasing corn production to the present record yields.



VIV BELL has doubled his crop production in last two years by use of fertilizers, scientific drainage methods and new machinery. He is shown here at wheel of his oat combine.



EMERSON HURICH'S FARM is 240 acres and 15 years ago did not return enough profit to allow him expensive machinery. Now, like many moderate-size farms, it is highly

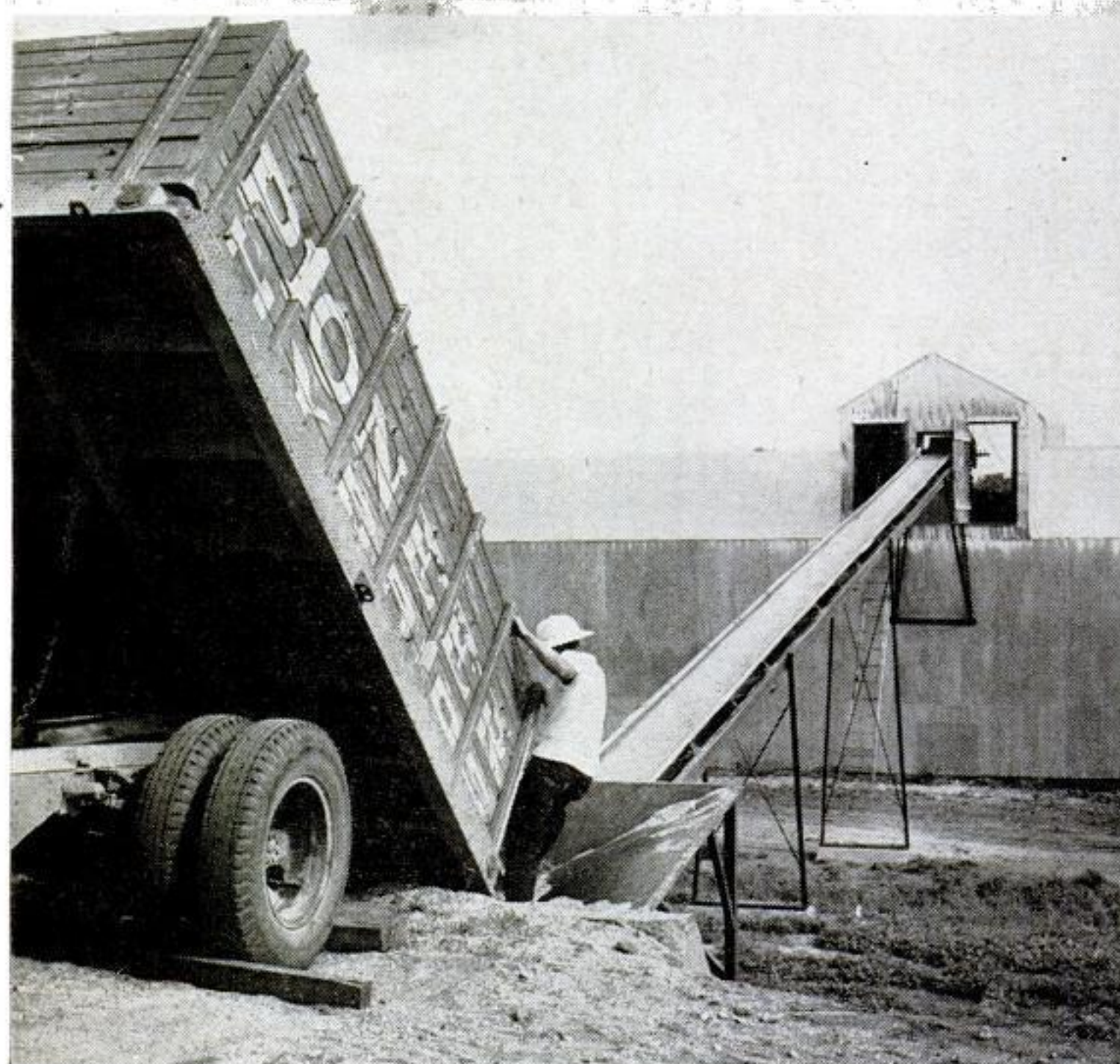
FARM REVOLUTION CONTINUED

street of any other small Iowa town. It's broad and not too clean. Cars spattered with black mud off the back roads are parked along the curbs and in an oblique row in the middle of the pavement. Hard-worked trucks and pickups of all shapes and sizes. There are stores and a bank and a movie and a drugstore and a couple of lunchrooms and a billiard parlor where they sell beer and a filling station on the corner. The buildings are strictly for utility, like the clothes the people wear. No frills. A little shabbier than necessary perhaps. Beyond along the railroad are warehouses and a lumber yard and a white grain elevator and the towering hybrid seed-corn plant, new-built in red tile with a white trim. We park in front of the coffee shop and walk in.

Already the counter is lined with weathered men in overalls and denims eating breakfast or picking up an extra cup of coffee before going to work. Hired hands, truck drivers, tractor operators, scientists from the seed plant, small farmers, or owners of hundreds of acres of some of the most valuable land in the corn belt, they all wear the same work clothes and talk the same talk. An occasional salesman stands out in his pressed city clothes. The juke box in back yodels the woodpecker song. Pleasant-faced and tow-headed Mrs. White waits on them all with the same serious attentive manner. Eggs and sausage. Ham and eggs. Bacon, hotcakes, many many cups of coffee. Eating my breakfast I sit listening to their talk.

Bob Garst lolls in his accustomed place, his "box seat" he calls it, on the inside of a table against the wall. Men who are working for the seed-corn concern, tenants, associates, competitors, move up, lean over his shoulder, bring up a chair and a cup of coffee to sit for a while at the table. All their talk is about crops.

One man asks about sprays to kill weeds. Another answers boisterously that he's just sprayed eight acres of flax. Ain't that risky? This feller



DRYER enables farmers to harvest grain while it is still damp from dew or rain. Grain moves up conveyor belt to bins in shed, where hot air from blowers removes moisture.



mechanized. Here Hurich is harvesting barley with one of the self-propelled combines (cost: over \$4,000) that are now supplanting the old, cumbersome tractor-drawn type.

tried it on his corn and laid four rows flat. Cutworms have been at work on the corn in the low spots in the quarter section. Is it better to replant in a late variety or to put in soybeans? A lanky tanned young man finishes his cup of coffee and moves on. A fat man in a frazzled straw hat takes his place. He finds the spray's workin' fine on his fence rows. Bob says he is putting in a dryer for his hay and small grain like the one they use on the seed corn at the plant. Has an idea he'll dry his oats this season. Eagerly he asks each man what he thinks of the notion. How large should the fan be? What horsepower motor? Men push their visored caps back to scratch their heads, puff on cigarettes, ponder deeply before they answer.

It was a fine sunny morning. The shadows were shortening on the street outside. The crowd in the coffee shop thinned out as men strode off to their cars or their trucks. Bob got to his feet. "Come along John, I'll show you some of the best-looking farming land you ever saw."

As he slid under the wheel of his car he started talking again. "What we're seeing, John, is a revolution in agriculture . . ." As we drove out of town up the hill and through a street of modest frame houses set in green lawns under trees he went on to explain. The revolution started with hybrid corn. By inbreeding it was possible to set desired characteristics and by crossing inbreds to produce the particular kind of corn the farmer in a particular section of the country wanted. Corn we had to admit was the basic product in American agriculture just as steel was in industry. Improvements in corn had started off improvements all down the line. One of the first characteristics the breeders had worked on was a strong straight stalk. That meant you could use a mechanical picker. The stalks of the open-pollinated varieties had been too weak to go through the mechanical pickers without a great loss of ears. Now you not only got an average of 25% higher yield but you could harvest your crop much quicker and with less labor. That meant the farmer got more return on the money he invested in the crop and could afford to buy more fertilizer and to prepare his



BOB GARST is co-owner of the Garst and Thomas Seed Co., whose 13,000 acres of hybrid seed corn will supply enough seed to plant four million acres of corn next year.

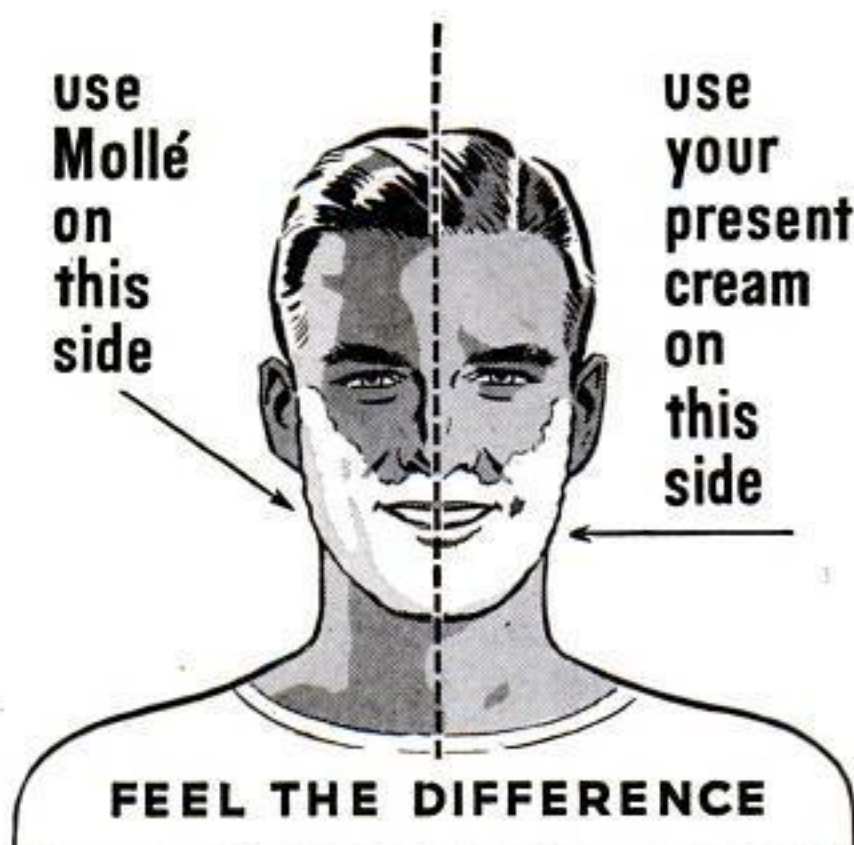


CORN COBS are ground and mixed with molasses and urea to make low-cost cattle feed. Like many of the new processes, this was developed by Department of Agriculture.

"WEEK-END TEST" proves: Cleaner shaves... quicker!

Don't just guess what gives you the best shave — make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin*!
4. Go over your face JUST ONCE with your razor... and feel the difference.



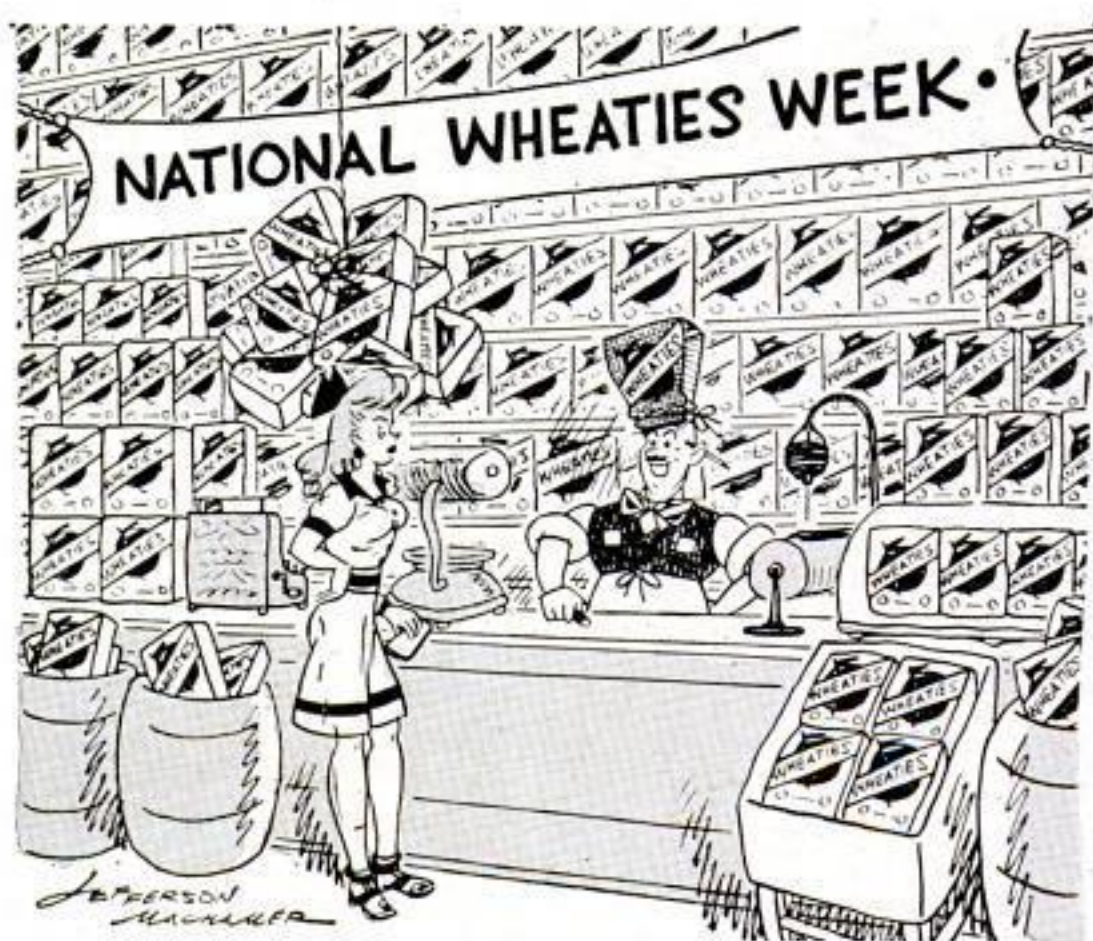
Double your money back...



THE HEAVIER BRUSHLESS CREAM

...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.



"Wheaties?—I'll look around and see if I can dig up a box!"

National Wheaties Week is the time to dig into a box of Wheaties! It's when not-yet-Wheaties-eaters join the ranks. Good company too... champions like

Henrich, Mize, Leonard, Feller, Kiner, Keller! All Wheaties eaters over ten years. Year 'round too! Champions do. Why don't you? Eat Wheaties!



LIFE IN MASSACHUSETTS

More residents of Massachusetts read LIFE than any other weekly magazine — 990,000 every week! Actually LIFE is the most widely read weekly magazine in every other state.

27½ Million Readers Coast to Coast

FARM REVOLUTION CONTINUED

land better, go in for better machinery, tiling, surface drainage. All that improved the yield again and started the upward spiral in farm production that saw us through the war and enabled us to help feed the world during this period of chaos that had followed the war. Higher yields fixed the farmer so he could afford better farming which brought higher yields again. The upward spiral. "In the old days we used to think 40 bushels of corn to the acre a pretty decent crop. . . . Now I know men who don't sleep nights unless they get more than twice that."

The success of hybrid corn had opened people's minds to the possibility of all kinds of new advances in farming. You used to think of farmers as conservatives, set in their ways, but certainly in the corn belt, farmers now were ready to try new things out. The farmer today did a lot of reading, a lot of driving around to see what his neighbors were up to. "In my opinion John, the main thing about all these new developments is they stimulate people's minds, make them more alert. They are more careful with their crops, they take more pains . . ."

Bob turned into a gravelled road and slowly skirted the adjoining section. Meadow larks rose whistling from under the car. A red-headed woodpecker was chasing another along a fence row and vanished in a flash of white into some scrub willows. A cock pheasant was looking at us sedately from the edge of the corn. Beside a magnificent 40 acres of oats he stopped to point out distant straw hats and little blobs of white moving through the grain. "This is probably the best oats in the country and do you see what this fellow's doing? He's paying those kids 70¢ an hour to pull weeds out of his oats by hand. His crop's so good he just wants perfection."

"Is it the income-tax that makes the farmers willing to spend more money on their land?"

"Sure, a fellow like this will be way up in the high brackets with the crop we're likely to have this year and the prices we'll be getting. So he doesn't worry about how much he spends improving his land. The farmer don't honestly care so much about the money. He likes to make money naturally but it's increased yield that makes him really happy."

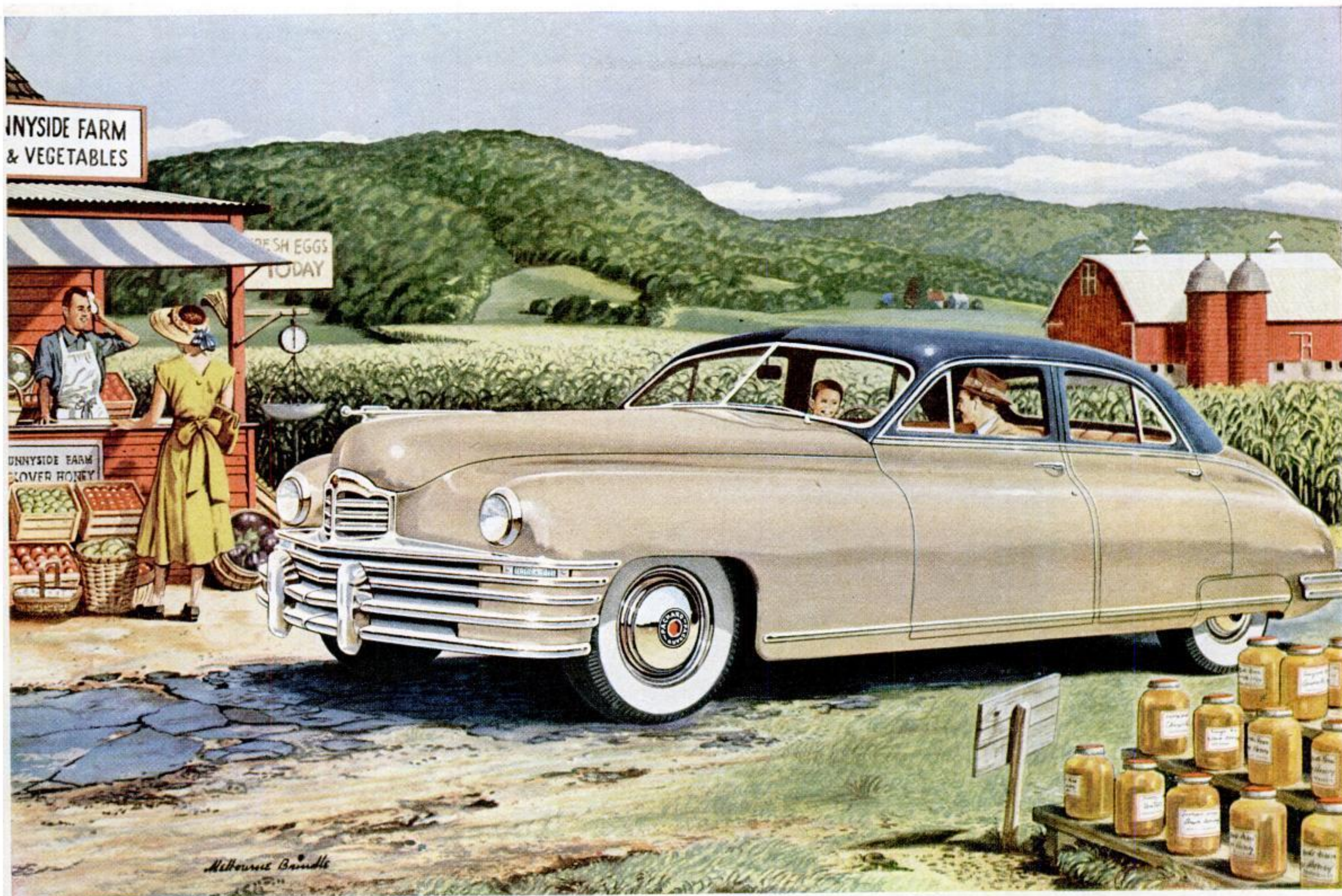
We drove on along straight roads through miles and miles of corn. In the seed fields the difference in color and in growth between the male rows that were going to be allowed to pollinate and the female rows that were going to be detasseled made great stripes of various greens across the landscape. Bob looked up appraisingly at the clouds that were beginning to pile up behind the hill. "We could use about 2 inches of rain right now," he said. "Now I don't claim that heavy applications of nitrogen are a cure for drought but they sure do make your corn crop stand it better. . . . And to think that they were telling us when the war stopped that we wouldn't need all those nitrogen-fixing factories they built for munitions. Now they are all running full tilt and we need twice as many. We need nitrogen-fixing factories all over the country. The air contains all the nitrogen in the world, but building the fixing factories demands a heavy capital investment, the sort of thing the federal government ought to furnish. Clover and the other legumes will give you some of it but modern agriculture needs a whole lot more nitrogen than that."

The cattle get fat on corncobs

AS we drove on every now and then Bob looked up at the sky. "We don't need rain so horribly badly but we surely could use a little. Better now than a few weeks from now when we'll be getting in the small grain and be up to our ears in detasslers. . . . If you come back then you'll find these cornfields full of every high-school kid in the state. About 4,000 of them. We'll have 13,000 acres of seed corn to detassel. It's a problem I can tell you."

He drove me back through Coon Rapids and out to the Garst farm a mile south of town. Before going up to the house we stopped at the barn and walked through the gate into a yard where white-faced steers were munching quietly at some feed in wooden bunkers set out on a concrete floor. "Now here's something really new. . . . When I tell people we're feeding steers corncobs their mouths fly open and their eyes just about pop out of their heads. . . . That's what they're eating. Corncobs put through a grinder with a little high protein feed added and a little bright hay to give 'em the vitamin A they've got to have. . . . Every year in the fall when we process our seed corn at the plant we've been looking at that mountain of cobs and wondering how to get rid of them. We gave them to anybody who was willing to haul them away. And it never occurred to me nor to anybody else that they might have food value. . . . Well once we got the notion we began to look into it and found that the Ohio Experiment Station has been feeding

CONTINUED ON PAGE 101



Packard owners get a break in hot weather —once every minute!

IN this great new Packard, summer weather is what *you* make it—thanks to the most efficient all-season ventilation system ever built into a motor car.

On a hot, sultry day, you create your own summer breeze, *just by pushing a button!*

Even with the car standing still, with all windows closed, stale air is completely replaced by a flow of crisp, fresh, *circulating* air . . . at the rate of *once every minute!*

On the open road, too, you ride refreshed with windows closed. The nerve-tensing

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Amazing? Wait . . .

When the scene changes to winter, *you keep right on* making your own weather. You simply set the dial at the *temperature* you want—the rest is automatic.

Drop in soon—let your Packard dealer give you a demonstration of how it's done. From that minute on, you'll want to drive a Packard and be your own weatherman, the whole year 'round!



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WHO OWNS ONE



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145-HP SUPER EIGHT

160-HP CUSTOM EIGHT



This new world of Beautyrest "luxury comfort" could be yours tonight!

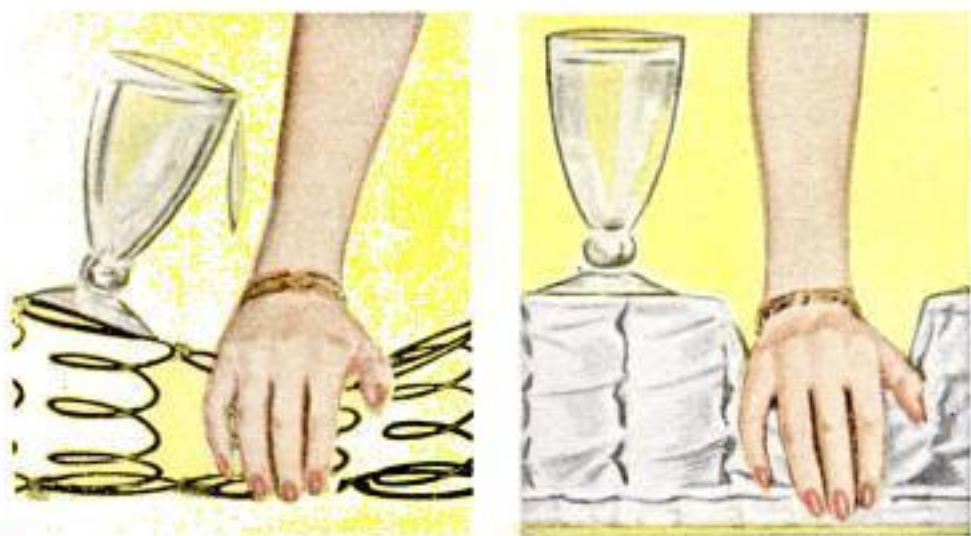
HOW TO MAKE THE NEXT TEN YEARS THE MOST RESTFUL OF YOUR LIFE!

1. Did you ever stop to think that when you buy a new Beautyrest you get at least ten years—that's 3,650 nights—of luxury sleeping comfort?

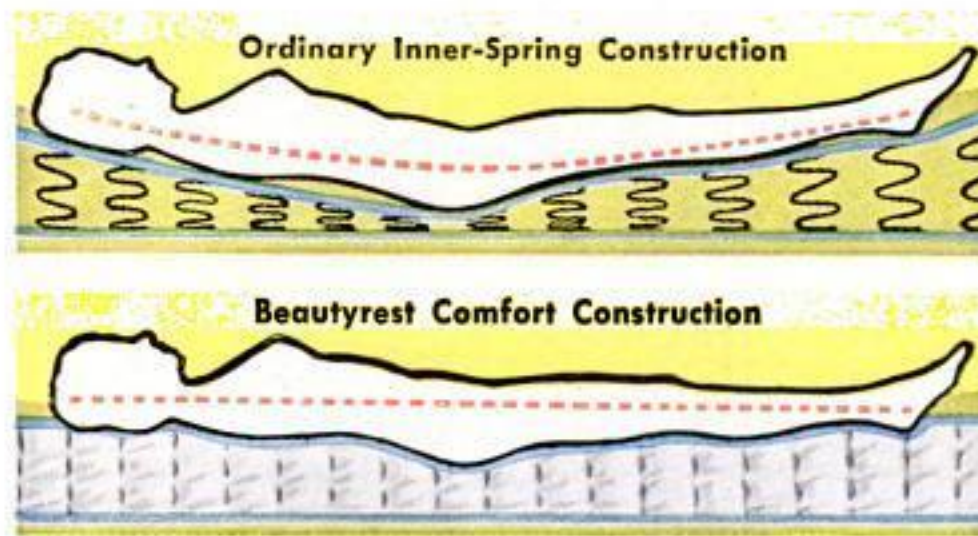
Comfort that relaxes every weary bone in your body...soothes away fatigue...lulls you gently into

deep, refreshing sleep! That's Beautyrest "luxury comfort"—something no other mattress can give you!

And all that wonderful comfort costs only 1½¢ a night! No wonder the whole world sleeps on a Beautyrest—or wants to!



2. Compare the construction: Left, notice how springs which are *wired together* in ordinary mattress go down together under pressure—forming a hollow. But, see how Beautyrest's *individually pocketed* springs act on their own, do NOT sag together!



3. Compare the comfort: Above, see how *wired-together* springs in *ordinary* mattress can sag deeply beneath you. But, below, see how Beautyrest's 837 *individually pocketed* springs "give" only in the *right* places—offer you *firmer, more natural support*.



First in quality, too. In rigid "torture" tests constantly being made in United States Testing Co., Inc., laboratories, Beautyrest has taken over half a million more poundings than the next best mattress tested!



Guaranteed 10 years! Beautyrest is guaranteed against structural defects for at least ten years. \$59.50. (About 1½¢ a night.) Suggestion: Put your new Beautyrest on a Beautyrest box spring—the *right* bedspring for it! See your Simmons dealer today.

Only SIMMONS makes BEAUTYREST*

Other famous Simmons quality products: Electronic Blanket, Deep-sleep Mattress, Ace Spring, Babybeauty Crib Mattress, Hide-A-Bed Sofa

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FARM REVOLUTION CONTINUED

extra cobs with shelled corn fairly successfully; so winter before last we tried different combinations out with 30 steers in six separate pens, and last winter we were horribly successful feeding 550 head of steers on corncobs and high protein meal. They put on weight at a cost of about one-half of what it costs right now to fatten cattle on corn and they gained about three-quarters of the weight they would have gained if they'd been fed all the shelled corn they would eat. This experiment is important because if you can feed cattle on cobs which are mostly cellulose you can probably use straw or other types of cellulose. Of course it applies only to ruminants and they must have high protein with the cobs and some hay but it opens up simply horrible possibilities for cheaply increasing the meat supply. . . . This summer I'm just keeping on 19 steers as a kind of exhibit. I like to have something to keep the boys interested. . . . What do you think of it, Pete?" Bob asked the gray-haired man who walked past with a couple of buckets and a scoop shovel.

"Well Bob, at first I thought I was seein' things," the man drawled, "but now I'm convinced."

Two hundred miles west and three weeks later a big broadly smiling man named Hans Larsen is driving me out from Central City, Neb. to show me the crops. It's grain harvest time. Everywhere the dust and whirl of reapers; the big old-fashioned combines towed by a tractor moving with a roar and clatter over the fields, or the self-propelled type bright and shiny as toy steamboats cutting a neat swath around the edges of the yellow grain. On all the main roads we meet combines speeding along on trucks. The sun-burned crews follow in well-kept cars, part of the great army of custom harvesters that starts in the Texas panhandle and Oklahoma and moves north with the ripening grain, combining grain all the way until the harvest ends far north in Manitoba. The weather is dry and hot. Everybody you meet talks wheat, oats, barley, rye. How many bushels to the acre? The countryside is full of bustle and scurry. If the weather will only hold. No farmer will get any rest until he's delivered his grain to the elevator.

These days nobody has a right to fail

AS we leave the Platte Valley, Hans Larsen smilingly points out a stretch of land that used to be known as Poverty Ridge, used to sell for \$15 an acre but now that they had started using fertilizer the men who owned farms along it wouldn't sell for \$100. Raised just as good crops as the rich bottom lands. He stopped by the side of the road to point out two fields. In one there was a full crop of heavy bearded barley and in the other the weeds had outgrown everything else. A damned outrage. It was the same land on both sides of the road. These days nobody had a right to make a poor showing in his crops. He's been explaining that out here in central Nebraska they not only had the Depression, but they had the Drought, barely missed being part of the dust bowl, and that in spite of the Platte River that ran from west to east through the middle of the state and the known fact that the whole Platte Valley had an abundant water table 12 feet or so below the surface. There just hadn't been the capital needed to put in pumps and wells. Everything was different out here now. This was the seventh moist year, the farmers had money in the bank, they irrigated their corn and found they got astonishing added yields by never letting the corn get thirsty. With irrigation and heavy fertilizing they weren't so dependent on the weather any more. The REA had brought in abundant electric power they could use for pumping when they had to. . . . These abandoned houses we were passing had been vacant for 10 years. Folks sold out and went to California. Vacant houses weren't a sign of poverty any more, it was just that the farmers who'd stayed on were cultivating so much more land with so much less labor that they didn't need the extra houses. What caused the change? Irrigation and improved machinery and fertilizer and then, damn it, the farmer was using his brains more than he used to. "And now," Hans Larsen said, turning to me with a wide-mouthed smile and the expression of a child being handed a plate of particularly good-looking ice cream, "we're going down into the Beaver Creek Valley. You're going to see some really luscious crops."

We drove through a forest of densely serried corn so green it was almost black. Hans Larsen put on his brakes and took a deep breath. When the leaves stood up straight like that the corn was really growing. From the corner of the fence a coarse Western jack rabbit with ears like a mule was watching us out of glassy bulging eyes. Hans Larsen was too busy looking at the corn to notice him. Now this was corn, he was exclaiming as the jack went lolling off into the tall grass along the roadside. This was the Choat brothers'

CONTINUED ON NEXT PAGE

Everyone's cheering the new **"POM POM"**

Trimfit "Pom Pom" sox . . . latest fashion rave in anklets . . . you'll see them on school campuses everywhere this Fall! So neat with their snug-fitting tops; so practical with their fine mercerized yarns of **Trimfit** WearTested quality; so appealing and new with a pom pom on each ankle! Buy them in your school, club or team colors, or to match anything. Sizes 7 to 11. Pom Poms, Link-ets, Crewsox, and lots of other popular **Trimfit** anklets are at your local stores now for all the family, priced from 29¢ to \$1.00. Write TRIMFIT SOX, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

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It's better than having an uncle referee the bout — particularly when you're battling fleas. When warm weather and fleas come, it's mighty comforting to have Sergeant's famous SKIP-FLEA products in your dog's corner. A bath with SKIP-FLEA Soap kills fleas quickly. In between baths, a frequent dusting with SKIP-FLEA Powder is the surest and fastest way to keep your dog free of fleas. This powerful One-Two combination gets dependable results every time. For ticks, Sergeant's Tick Killer destroys even the large, swollen kind.

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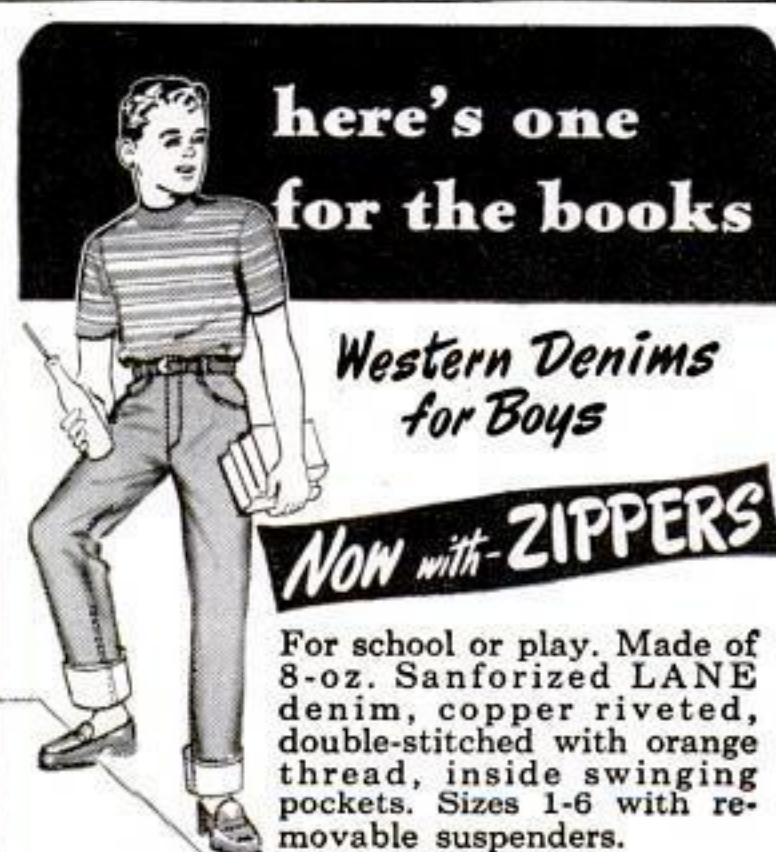
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HYBRID PULLETS, which were originated by crossing and recrossing three regular breeds, are sturdier and give higher egg yields than nonhybrids. This flock of some 550 pullets belongs to Mrs. Leo Hutcheson of Coon Rapids, Iowa.

FARM REVOLUTION CONTINUED

farm. Clarence, the elder one, only went through high school but he graduated with an average of 98. Might not have had so much schooling but he studied his land. He was a smart one. When there was something wrong with a field he analyzed it. He put in earth dams in his gullies and contoured his hills and followed every sound soil-building practice. The farm hadn't been much at first, they got it cheap, but now they were getting results. They had three quarter sections and an "80," 560 acres in all. Clarence and Elmer handled it by themselves. They were workers all right. They hardly ever had any help. They did a lot of driving.

Further east we found another rich farming belt near Fremont, Neb. There I met Fred Teigeler, a slender, thoughtful quiet-voiced man who gave me to understand he'd gotten into farming through his banking connections in the bad old depression days when foreclosing was the main thing the banks did. Now he was in it for its own sake. He spent a lot of time thinking about improving his land. It was a kind of chess game with nature he played. He made a move and then nature made a move. He took me out to show me a patch of corn he'd had to plant three times. First standing water had ruined it. Then the wireworms had eaten it. He'd found he could get rid of the wireworms by plowing in a DDT barn spray. Now at last he had a stand. Wouldn't have been possible, he pointed out, if there hadn't been a good short-season hybrid variety available and if he hadn't known an agricultural scholar over at Waterloo who advised him to try DDT on his wireworms. At the present high price of corn it was worth spending all kinds of money to get a crop.

We drove over to see Fred Teigeler's friends at Waterloo. On the way we went to see a black sow named Susie that was the offspring of Fred's hybrid boar, Montana Kid. The success of hybrid corn, Fred explained, has opened up other lines of inquiry; hybrid strains of chickens specially bred for laying were one, another was the production of specialized hogs. What the packing house wanted now was a hog that would dress out lean, more ham and bacon and less lard. What the farmer wanted was big litters and more kick and vigor in the little pigs. Hybrid boars were something new, their use in hog breeding had just begun.

New crops made to measure

WATERLOO turned out to be another center of the seed-corn industry. At the offices of the plant we stopped in to talk with I. W. Hepperley and Paul Stewart, the agricultural scholars of the organization. Sitting at the long table in the air-conditioned conference room I brought up again the question that economist had raised on the train. Leaving the population of the world out of it for the time being, was there any chance of the pop-

ulation of the U.S. outgrowing its food supply? How much had farm production gone up per man acre in the last 10 years?

They answered it with an example. In the memory of three farm boys sitting at that table when you cultivated corn you used to start out in the morning with a team of horses and a walking cultivator and if you got through six acres it was a pretty good go. Now a man with a tractor could cultivate 40 or 50 acres a day and not break his back. Nowadays a good farmer had to be a machinist and a mechanic. Improved strains were solving many other of his problems, early varieties were pushing the frontier of the corn belt farther north. That all meant greater production. There were quick-drying varieties for earlier picking, a variety where the shucks grow loosely about the ear making it easier to shuck. Even in small grains, oats, wheat and barley, where they had to produce new varieties by crossing and selection, the breeders were bringing out strains cut to fit particular needs the way a tailor would cut you out a suit to measure. Clinton oats was an example. Heavy fertilization, weed sprays, new ways of fighting pests. New crops, new possibilities were opening up. In some ways the advance in agriculture had just begun. Farming was a well-heeled fast-moving industry ready to tackle almost any problem. Everybody wanted to try new things. The farmers were running ahead of the experts now.

While we were still talking a young man in a Panama hat stuck his head in the door in great excitement. They were having a bad time with grasshoppers round Oakland, Iowa. They had sent over for a truckload of grasshopper killer. Some airplanes were just taking off to spray the crops. He was going over to take pictures. This was something new in the corn belt.

Back in Iowa the corn looked even blacker and denser than it had in Nebraska. Cornfields with mile-long rows crowded the roads with their tall close-set waving ranks. A smell of honey came off fields of alfalfa, blue with bloom. Everything else was ripe oats. On every farm the combines whirled across the fields followed by their cloud of chaff and dust, or reapers and binders churned the crop, shockers in straw hats followed behind to set up the bundles into rows of shocks. Every man we met was full of the excitement of harvesting a bumper crop.

The detasseler invasion

COON RAPIDS had a holiday look next morning. At every corner there were bunches of boys and girls of high-school age waiting to earn themselves some money detasseling the seed corn. The girls wore bright-colored handkerchiefs over their heads and straw hats and various beach outfits and the boys wore all sorts of sketchy clothes. They were scrambling giggling and shouting into trucks to be driven out to the cornfields. In the coffee shop we found they'd eaten all the eggs. Bob Garst was sitting in his accustomed corner laughing like he'd split about the difficulties of getting seed corn detasseled. There was no other way than to pull the tassels on the female rows out by hand and they had to do a near-perfect job to meet specifications and there was no other labor available to do it, 15-, 16-, 17-year-old kids, and everybody knew what teenage kids were like. It was the peskiest and most expensive part of the business of raising seed corn. He introduced Leo Schneider, the young man who was in charge of the whole operation. "He's going to lose 10 pounds in the next three weeks worrying about those detasslers," he said laughing. Then he added, "There's just time for another cup of coffee, John, and then we'll go over to take a look at the dryer . . . They'll get it working this evening. That's another thing that's going to open up pretty horribly exciting possibilities."

Before going back to the Garst farm I stopped off to see Mrs. Leo Hutcheson's hybrid fowls on the other side of town. She was just coming out of the big barn where she kept the chickens. She had a heavy wire basket of eggs in her hand. Behind her in the stippling sunlight that poured through the windows was a big crowd of white and pale buff pullets with bright red combs. It was the story of hybrid seed corn all over again. She was all excited about her hybrid stock, a little concerned about them that day too because they'd just been vaccinated. The hybrids had only been on the market five or six years but already they'd proved their worth and consistently raised the averages of egg production. Did I know that the Iowa egg crop had a higher dollar value now than the whole citrus crop of the state of California? And most of it came from flocks like hers of 300 or 400 fowls raised by farmers' wives as a sideline. Oh yes, she was all excited about her hybrid hens . . .

Bob Garst's dryer turned out to be a long tall narrow building faced with bright aluminum sheets. "We've already had the fans going, John," he said. "We've been drying oats successfully just with plain air so it's going to be that much more successful once we

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CONTINUED ON NEXT PAGE

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FARM REVOLUTION CONTINUED

get the heat going. You see this is a batch dryer." He led the way around the bright shining building. "The grain or hay or seed or whatever crop you want to dry is dumped out of a dump truck into that hopper on the hillside and then it goes up that belt conveyor right into the middle of the upper part of the building where a shuttle conveyor feeds it into whichever set of bins we want to use. So we can handle two batches at once and shoot the hot air first into one side and then into the other."

We stood watching the oats pouring out of the dump truck into the hopper and speeding along up the conveyor belt. Bob made me take a handful of oats to feel how wet they were.

"We couldn't have built this so easily," he explained, looking up, "if we hadn't had years of experience drying seed corn at the plant. Now this isn't what we are recommending for a small or medium-sized farm. This is for a big operation. But as soon as we get this big dryer kind of straightened out so that we know what it'll do and what it won't do we're going to set up a small-size drying shed for the average farm. The fact of the matter is, John, that every building the farmer has on his farm is obsolete: barns, corncribs, haylofts.... All that's got to be redesigned. They were all right for the old scoop shovel, two mules and a plow, backbreaking kind of farm work, but they don't suit our really recent machinery. A dryer like this is just a beginning."

While he talked we walked down to the other end of the building. Workmen were still taking away the scaffolding under the front window where the conveyor belt fed in. Others were carting off odd bits of timbers and cut pieces of aluminum sheeting.

"Here's what it's going to mean, John. We had a rain last night. Well, Viv Bell has been combining his oats all afternoon. There wasn't anybody else cutting, but if Viv had left those oats to stand until they were dry enough to cut there would have been a big loss by shattering and all we'd had would have been a low-quality feeding grain. It's going to mean we can get the small-grain harvest into the elevator in a very much shorter time. Once we've fiddled with the combines a little so that they can handle the damp grain we'll be able to harvest grain mornings. No more waiting for the dew to dry. We can work all night if we want to because in the dryer we can just take the moisture down to the percentage desired. That means we can get it to the elevator in time to meet early high prices. What it's going to mean in the saving of hay and small seed like clover is terrific. It sounds pretty horribly optimistic but I wouldn't be surprised if this damn dryer paid for itself in a single season."

We stopped beside another truck that was loading dry grain at the end of the building. Bob made me pick up another handful of oats to see how dry it was now. The man at the elevator liked it fine.

We went in and looked at the flame. We watched the spinning fan. We felt the hot air sucking through the chamber into the pipes that fed it out under the grain. As we turned to walk back to the house Bob Garst said in a thoughtful drawling tone, "Less labor, more speed, higher efficiency.... It isn't going to be so very long before we're going to be able to cultivate 1,600 acres of some of the most productive land in the country so as to get the highest possible yield out of it with seven or eight hired hands. John, what interests me and keeps me excited all the time is watching how one little improvement in farming leads to another. Link 'em all together and the results are revolutionary. Makes me feel we haven't begun yet...."

He suddenly turned and gave me a searching look. "Does that answer your question?"



TALKING IT OVER at Mrs. White's coffee shop, Bob Garst (third from left) and his Coon Rapids friends swap advice on farm problems and new methods.

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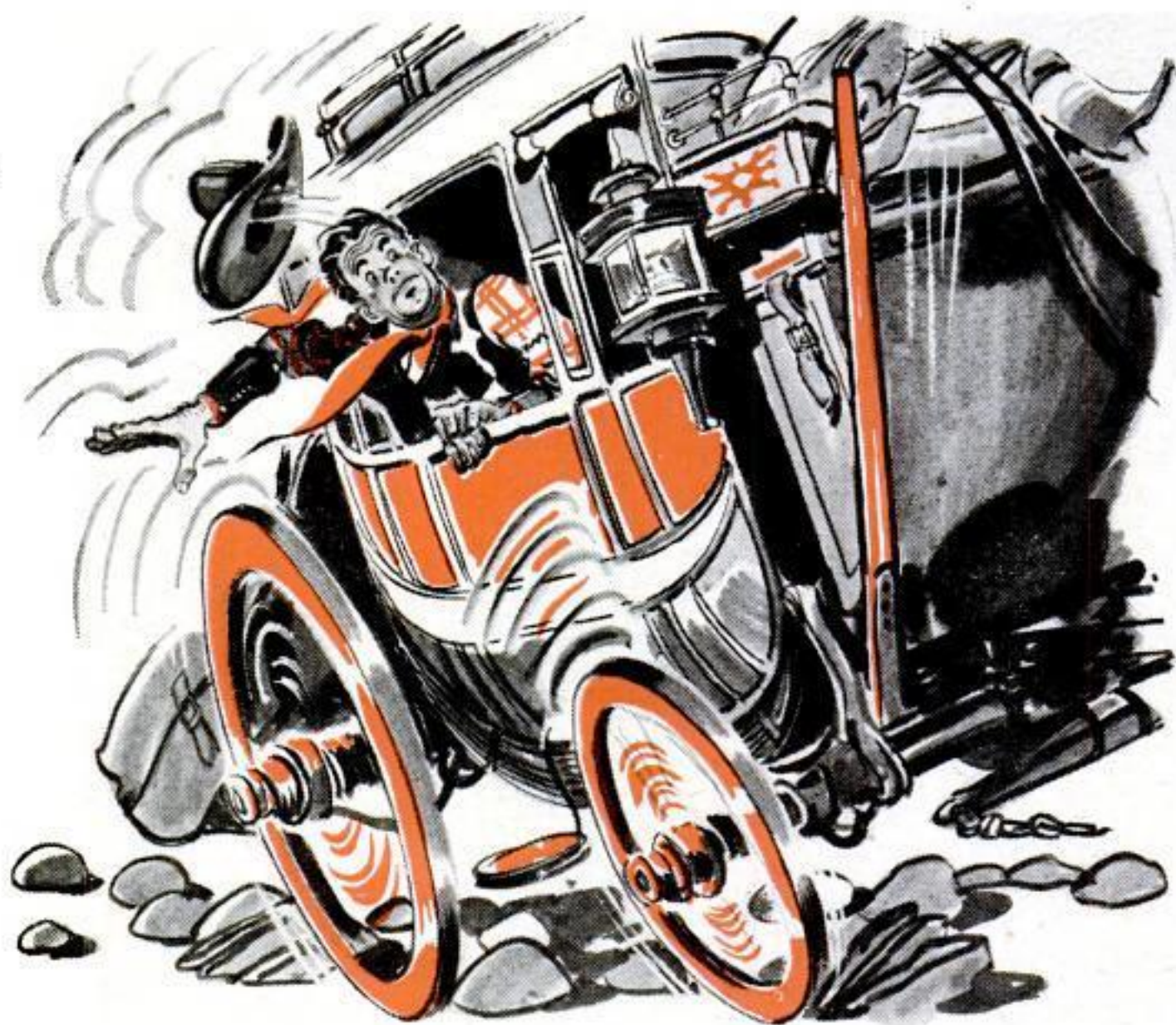
MARIAN MacDOWELL, NOW 91, SITS IN NEW HAMPSHIRE FARM UNDER HUSBAND'S PORTRAIT. STILL ALERT AND WITTY, SHE KEEPS A CLOSE EYE ON HER COLONY

Life Visits the MacDowell Colony

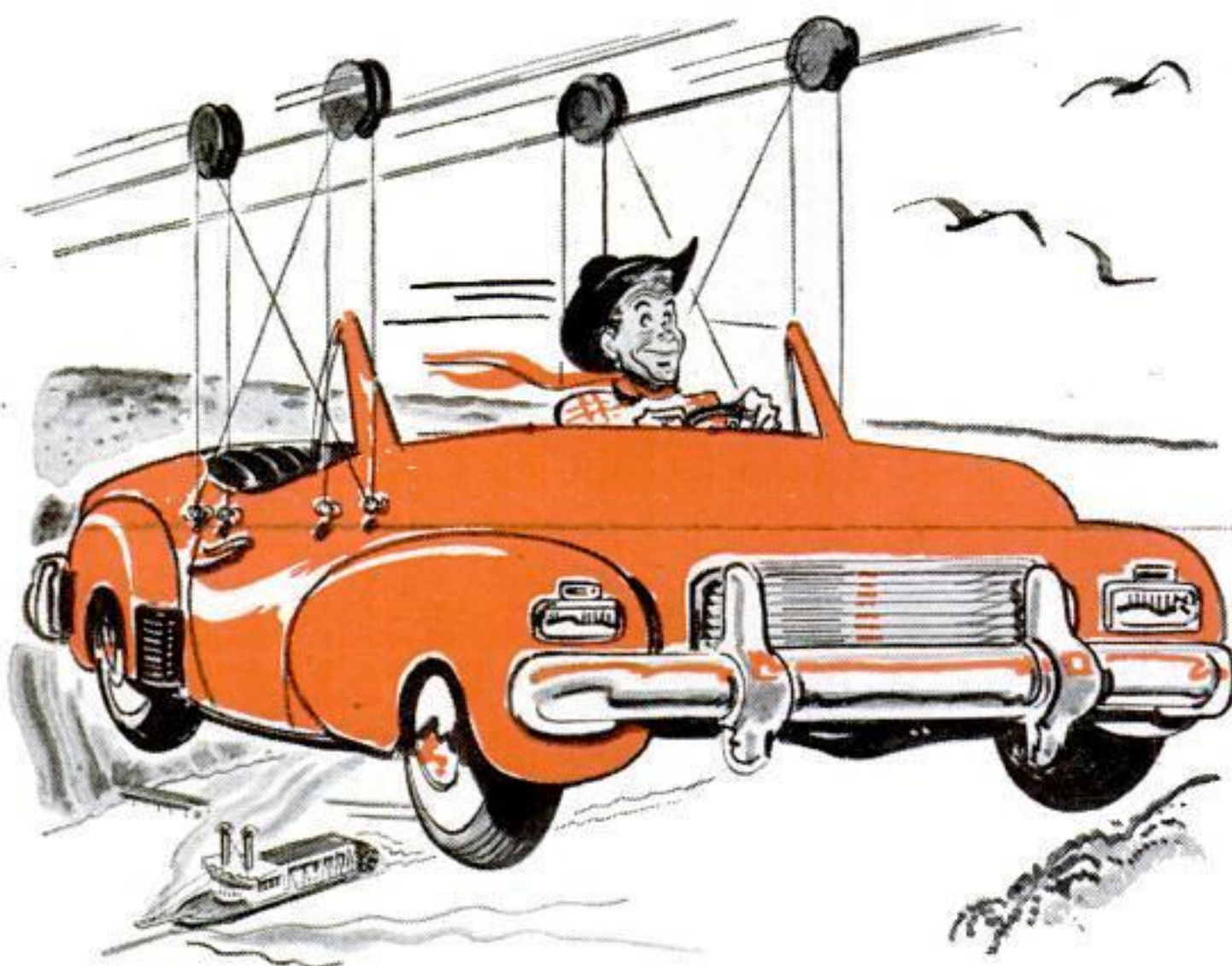
The widow of a famous American composer provides a summer haven in New Hampshire where U.S. artists can work

Marian MacDowell, the little old lady pictured above, is one of the most understanding and useful friends U.S. composers, writers and painters have ever had. Wife of the famous American composer Edward MacDowell (*To a Wild Rose*), she started worrying years ago about working conditions for creative artists. For her husband she built a studio-cabin on their farm in Peterborough, N.H. He found working there in seclusion so satisfactory that after his death in 1908 his wife set about to enlarge both her idea and her farm into

a colony for other artists. Raising funds, sometimes by giving piano concerts herself, she has built up the now famous MacDowell Colony at Peterborough, N.H. The 600-acre colony, which is open only in summer, provides studio-cabins for 25 writers, composers and artists, who get room, board and seclusion for \$20 a week. The colony has been a summer haven to such artists as Thornton Wilder, Willa Cather, Elinor Wylie, Edwin Arlington Robinson, Stephen Vincent Benét and many others who, all in all, have won 17 Pulitzer prizes.



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MacDowell Colony CONTINUED



A POET AND A CRITIC, Padraic Colum and wife Mary, work separately. But sometimes, to collaborate on a current project, Padraic pays wife a visit.



NOVELIST Nancy Ross, who wrote *The Left Hand Is the Dreamer* and is at work on new novel, coaxes chipmunk with peanut butter on her studio porch.



POETESS Amy Bonner writes during morning, serves as librarian in afternoon to help pay her way. Library includes more than 200 books by colonists.

CONTINUED ON PAGE 111

The smoothest spread to put on bread



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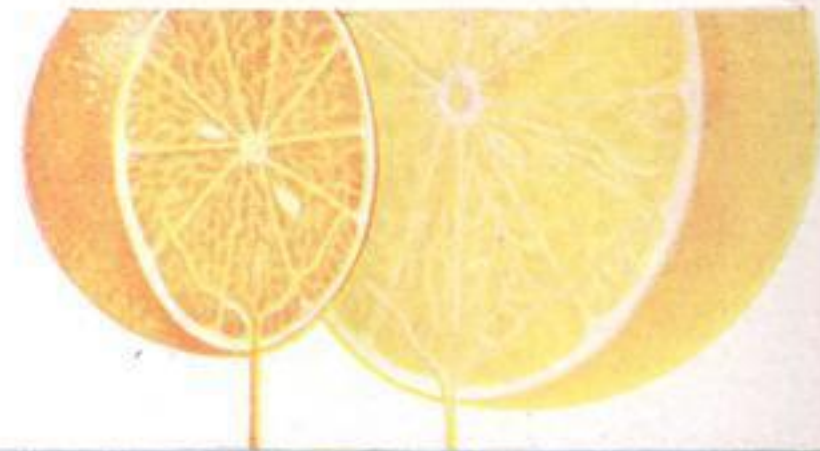


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BY DAY colonists like Painter Louis Guglielmi work alone in their studios. Artists have studios with north light, musicians are provided with grand pianos.

WORKING CONDITIONS ARE GOOD

The only rules at MacDowell Colony are ones set up to allow artists, who must be accepted by a board of admissions, to work without distraction. After breakfast artists are expected to retire to their private studios. During the 8:30-5:30 working day no guest can visit another without specific invitation. Lunch, packed in a basket, is delivered to each studio and left outside the door. No cleaning women come to the cabin to disturb work. Communal life takes place in the evening when colonists play billiards or croquet. So careful are colonists of each other's habits that at breakfast in a central dining room a separate "grump table" is set aside for artists who don't want to talk so early in the day.

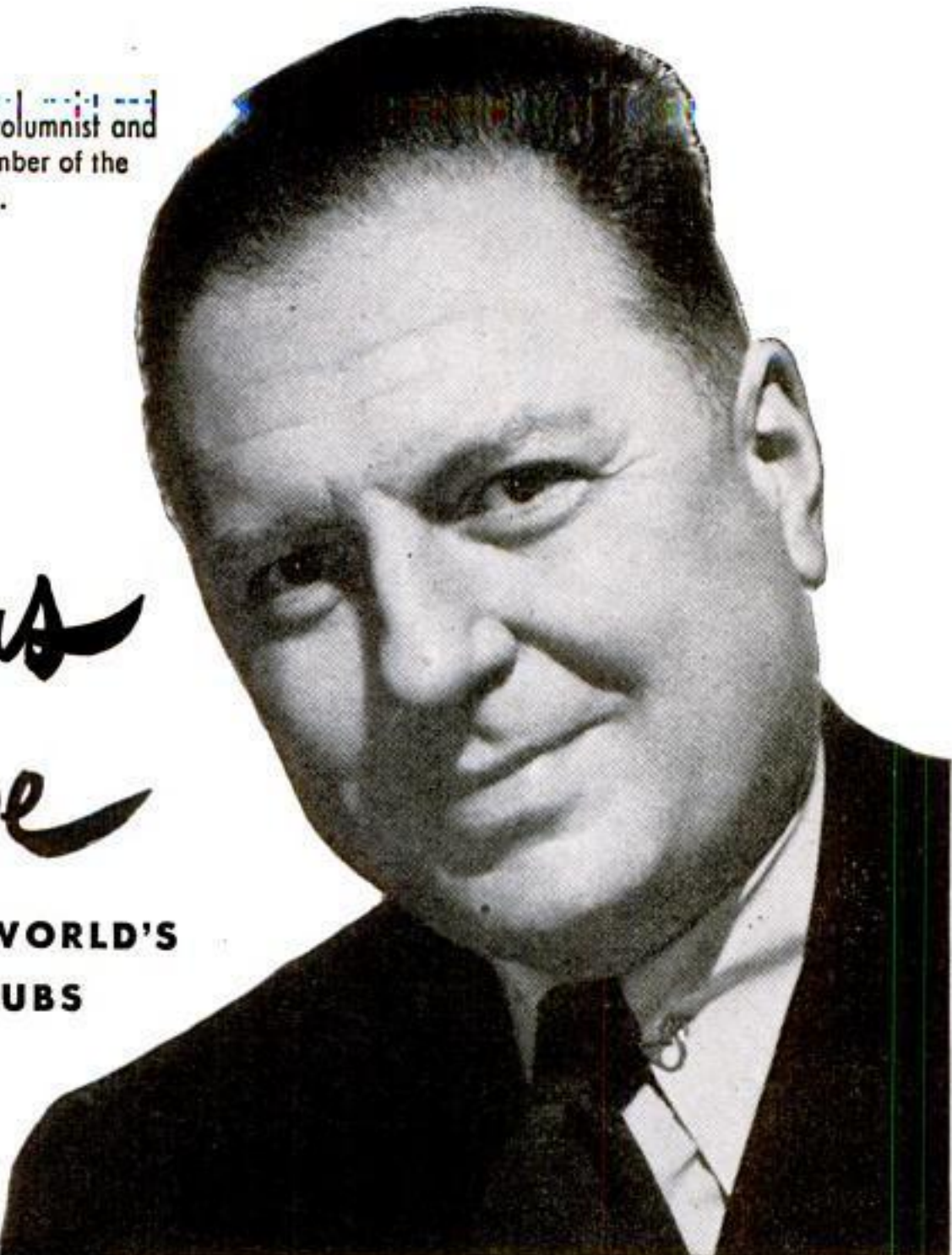


BY NIGHT colonists sometimes listen to compositions and writings of other colonists. Here James McGee reads his new play in the main colony living room.

Lucius Beebe, distinguished columnist and arbiter of good taste, is a member of the Aqua Velva After-Shave Club.

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John Erskine James Thurber Sir Cedric Hardwicke



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ALPINE HIGH WIRE

German walks from Austria on it

Silhouetted against the Bavarian Alps, Siegwart Bach, a 19-year-old German acrobat (*above*), is performing the nerviest high-wire act of any century. Choosing the Zugspitze, Germany's tallest mountain, for his record feat, Bach clutched his 60-pound balancing pole and walked 140 yards of cable from an Austrian peak to a German one on

the same mountain. Although he crossed the border in four minutes, less time than many tourists require on the ground, Bach had more trouble than he expected. As he walked, the wire swayed a foot each way in the wind. This was particularly disturbing since Bach had forgotten his special shoes and was forced to walk the wire in his stocking feet.

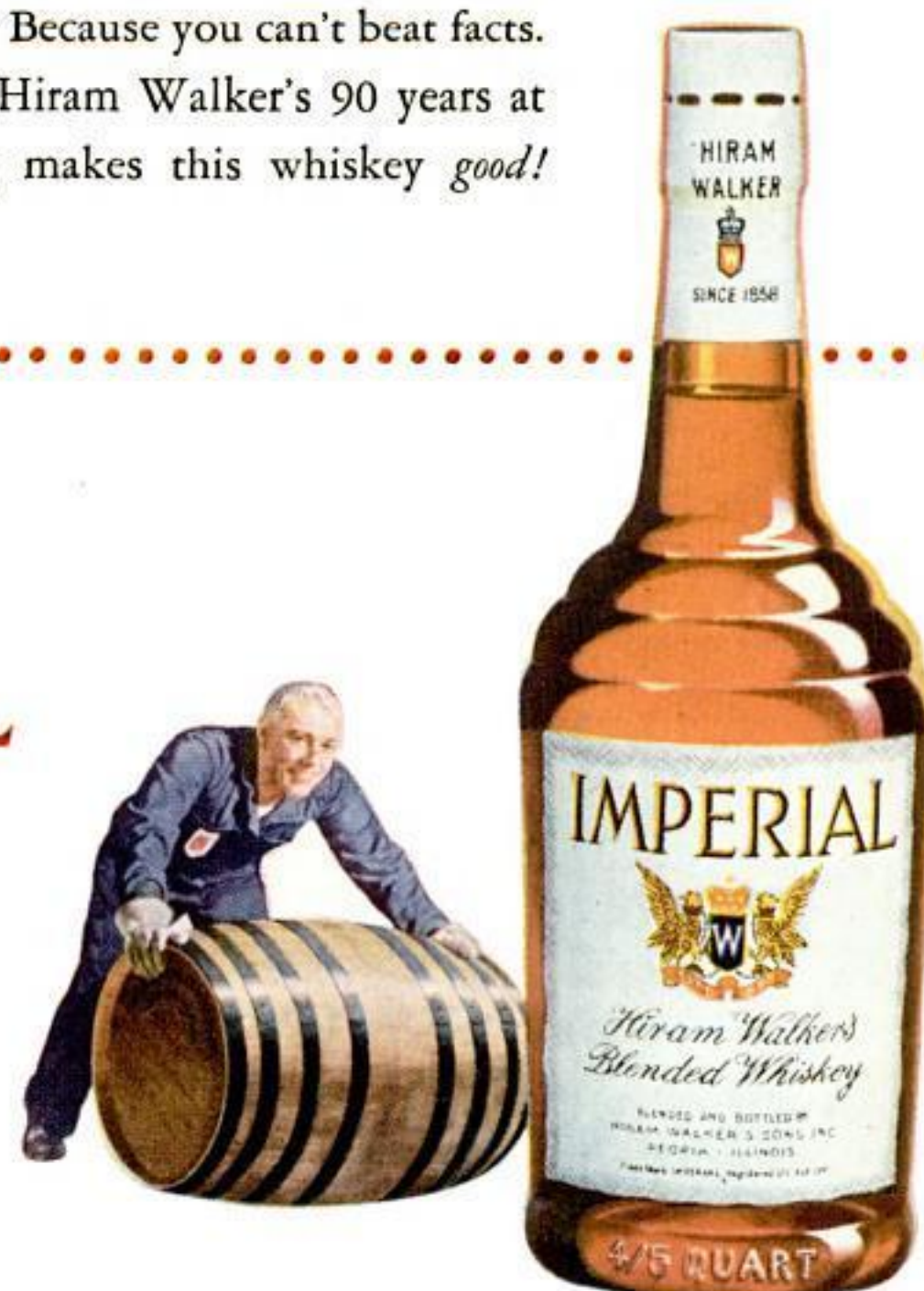
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